

Index to Volume II

Alphabetic List of Subjects Treated in Previous Issues

Note: In compiling an index of the twenty-six issues of Volume III which includes those from September 14, 1927 (Serial No. 25) to the present issue (Serial No. 50) two main divisions were made. First, the subjects of principal articles, editorials and illustrations were listed to enable readers to locate discussions of a particular subject. Second, names of companies and individuals prominently mentioned in the news columns were listed.

Owing to lack of space in this issue only the first division (the *subject* index) is published. The second division (the *name* index) will appear later.

A

Advertising helps Milwaukee dealers. 10-12-27—p. 6.
—cost \$10.11 per unit, average. 11-23-27—p. 4.
—budget of ice industry for 1928. 11-23-27—p. 10.
—newspaper, for N. E. L. A. campaign. 2-1-28—p. 6.
—of electrical appliances in 1927. 2-29-28—p. 12.
—is promoter of prosperity. 5-9-28—p. 8.
—twelve reasons for. 5-23-28—p. 12.
—awards for central stations. 7-20-28—p. 2.
Agriculture, Dept. of, exhibits graded meat (photo). 2-1-28—p. 10.
Agricultural train exhibits electrical labor-savers (photo). 6-6-28—p. 10.
Air conditioning plants offer desirable load for central stations. 8-15-28—p. 16.
Air coolers for homes wanted. 7-4-28—p. 8.
Aluminum, uses of, in refrigeration field. 4-11-28—p. 10.
Apartment house, sales to, in New York. 9-14-27—p. 8.
Appliance store, refrigeration logical line for. 2-1-28—p. 16.
Automobile dealers see opportunity in electric refrigeration. 5-23-28—p. 15.

B

Bakery, electric refrigeration provides exact temperatures for. 6-20-28—p. 10.
—circulating water pump and special control in (photo). 8-15-28—p. 13.
Balsam wool, manufacture and application of. 4-11-28—p. 10.
Beverage coolers, label law helps. 9-14-27—p. 1.
—in Cincinnati restaurant (photo). 1-18-28—p. 1.
—announced by Electro-Kold (photo). 3-28-28—p. 20.
Bottle cabinets (see beverage coolers).
Boxing, gluing and kiln drying course in. 2-29-28—p. 13.
Houses demanded by building managers. 4-25-28—p. 12.
Building supply house, opportunities for, in electric refrigeration. 7-18-28—p. 9.
Buyers of refrigerators very discriminating. 9-14-27—p. 8.

C

Cabinets, electric, cost of, discussed by ice cream maker. 9-28-27—p. 3.
—Benjamin Crystel. 3-28-28—p. 21.
—construction and designs of various manufacturers. 4-11-28—p. 13-14.
—design, importance of. 4-11-28—p. 14.
—finishing tools for. 1-4-28—p. 12.
—ice cream in world's largest ball park (photo). 3-14-28—p. 12.
—important features in design of household type of. 6-20-28—p. 21.
—manufacturing, war research applied to. 12-7-27—p. 10.
—Rhinelander miniature, for remote installation. 5-9-28—p. 12.
—special designs of, at Dairy Industry Exposition (photo). 11-9-27—p. 4.
—seamless construction of. 1-4-27—p. 12.
—Seeger, designed for ice or electric. 3-28-28—p. 23.
—three essentials cited for good construction of. 5-9-28—p. 12.
Cafeteria, visit to shows importance of good refrigeration. 10-12-27—p. 3.
California, label law of. 9-14-27—p. 1.
Camp Refrigeration (photo). 9-14-27—p. 5.
Carbon dioxide known as refrigerant since 1845. 5-23-28—p. 16.
Carbon dioxide ice, applications of. 12-21-27—p. 5.
—building plant to make. 2-15-28—p. 5.
Central refrigeration plant for commercial users. 9-14-27—p. 8.
Central stations—
—advertising awards for. 7-18-28—p. 2.
—advertising plan should be effective, says Richardson. 2-29-28—p. 6.
—advertising plan ready for use. 3-14-28—p. 1.
—air cooling plant offers desirable load for. 8-15-28—p. 16.
—display using kiddie appeal (photo). 10-26-27—p. 6.
—executives see electric refrigeration as load builder. 6-6-28—p. 1.
—earnings increase. 1-18-28—p. 8.
—following N. E. L. A. plan. 12-7-27—p. 11.
—getting local interests behind selling plan for. 3-14-28—p. 6.
—Georgia Power sets goal for spring drive. 5-9-28—p. 1.
—have right to use accepted merchandising methods. 6-20-28—p. 1.
—how San Antonio helps appliance men. 11-23-27—p. 10.
—increasing load of, by salesmen's compensation. 9-14-27—p. 3.
—marketing problems of. 6-20-28—p. 1.
—must fight for share of consumers dollar. 6-20-28—p. 1.
—men say: "push sales and give service." 9-14-27—p. 8.
—must try out new ideas. 2-1-28—p. 14.
—New York leads in electricity produced by. 5-9-28—p. 1.
—plan for selling the idea of electric refrigeration. 2-1-28—p. 3.
—refrigerator selling campaign endorsed by N. E. L. A. 2-1-28—p. 1.
—refrigerator sales contest of Nebraska Power Co. 2-1-28—p. 22.
—right to shut off power questioned. 2-15-28—p. 4.
—selling the idea of electric refrigeration. 3-14-28—p. 6.
—"selling the idea" plan making good. 5-23-28—p. 13.
—should change appeal. 6-20-28—p. 1.
—should push refrigeration now. 6-20-28—p. 1.

Central station, men, views of:
Brown, R. I. 1-4-28—p. 5.
Derge, J. F. 1-4-28—p. 5.
Greenwood, C. E. 1-4-28—p. 5.
Lorch, P. 1-4-28—p. 5.
Pratt, L. W. 1-4-28—p. 5.
Richardson, G. B. 1-4-28—p. 3.
Pemberton, F. D. 1-4-28—p. 5.
—men comment on N. E. L. A. advertising plan:
Bailey, L. L. 3-14-28—p. 5.
Clements, W. E. 1-4-28—p. 4.
Colins, A. B. 3-14-28—p. 4.
Collins, A. B. 3-14-28—p. 4.
Davidson, J. E. 3-14-28—p. 5.
Deveraux, J. W. 3-14-28—p. 3.
Dunn, C. L. 3-14-28—p. 5.
Eakin, J. M. 3-14-28—p. 5.
Fast, B. M. 3-28-28—p. 6.
Hogue, O. R. 3-28-28—p. 6.
Nichols, E. G. 3-14-28—p. 3.
Pemberton, F. D. 3-14-28—p. 4.
Richardson, G. B. 3-28-28—p. 6.
Schmidt, E. F. 3-14-28—p. 5.
Stephens, R. T. 3-28-28—p. 5.
Taber, S. 3-14-28—p. 4.
Tillman, R. H. 3-14-28—p. 4.
Young, H. E. 3-14-28—p. 4.
Central stations, electric refrigeration activities of.
—Abington & Rockland Light & Power Co. increases advertising. 5-23-28—p. 6.
—Alabama Power Co., refrigerator campaign of. 8-1-28—p. 5.
—Alton Light & Power Co. plans to double refrigerator sales. 5-23-28—p. 20.
—Analysis shows high yield of electric refrigeration. 8-15-28—p. 4.
—Associated Gas & Electric Co., refrigeration sales quota of. 2-29-28—p. 1.
—Associated Gas & Electric Co., home service of. 5-23-28—p. 19.
—Associated Gas & Electric Co. sets refrigerator sales quota. 7-18-28—p. 12.
—Brooklyn Edison Co., refrigeration show of. (photo) 6-20-28—p. 11.
—Carolina Lt. & Pr. Co., Kelvinator sales of. 7-18-28—p. 2.
—Central Arizona Lt. & Pr. Co., contest of bring results. 6-6-28—p. 8.
—Central Illinois Public Service Co., refrigerator sales of. 7-4-27—p. 14.
—Central Hudson Gas & Electric Co., refrigerator quota of. 5-23-28—p. 8.
—Central Maine Power Co., contest of. 5-23-28—p. 14.
—Central Maine Power Co. opens store. 6-6-28—p. 25.
—Central Power Co., refrigerator quota of. 5-23-28—p. 22.
—Central Power Co. to double refrigerator sales. 6-6-28—p. 21.
—Cities Service Co., refrigerator sales of. 8-15-28—p. 16.
—Columbus Elec. & Pr. Co., banquet of. 5-23-28—p. 21.
—Connecticut Lt. & Pr. Co. sells 615 units. 5-23-28—p. 19.
—Connecticut Lt. & Pr. Co., refrigerator sales of. 6-6-28—p. 14.
—Cumberland County Pr. & Lt. Co. to increase refrigerator sales. 5-23-28—p. 21.
—Dakota Power Co. using N. E. L. A. selling plan. 5-23-28—p. 3.
—Danbury & Bethel Gas & Light Co., refrigerator sales of. 10-26-27—p. 6.
—Doherty & Co., 1927 sales of. 2-29-28—p. 1.
—Duke Power Co. Kelvinator campaign of. 8-15-28—p. 15.
—Fort Smith Lt. & Trac. Co. to sell G. E. and Kelvinator. 5-23-28—p. 14.
—Georgia Power Co. sets prizes and quota in drive. 9-14-27—p. 1.
—Georgia Power sponsors "neglected kitchen week." 2-29-28—p. 1.
—Georgia Power Co., refrigerator sales drive of. 5-23-28—p. 7.
—Georgia Power Co., refrigeration campaign of. 7-18-28—p. 1 and 6.
—Gulf Power Co. plans refrigerator campaign. 5-23-28—p. 3.
—Gulf Power Co., G. E. sales of. 8-15-28—p. 15.
—Gulf Power Co. starts G. E. campaign. 6-6-28—p. 25.
—Gulf States Utilities Co., cooking school of. 5-23-28—p. 19.
—Hartford Electric Light Co., refrigerator sales quota of. 6-6-28—p. 8.
—Home Light & Power Co. to sell refrigerators. 5-23-28—p. 20.
—Home Lt. & Pr. Co. opens display room. 8-1-28—p. 6.
—Hoosier Public Utility Co. expects refrigerator sales growth. 5-23-28—p. 14.
—Iowa-Nebraska Lt. & Pr. Co. to co-operate with dealers. 5-23-28—p. 6.
—Kentucky Utilities Co. opens store. 6-6-28—p. 8.
—Michigan Electric Power Co., show of. 6-2-28—p. 21.
—Middle West Utilities Co., refrigerator sales of. 6-6-28—p. 21.
—Missouri General Utilities to sell G. E. 5-23-28—p. 10.
—National Electric Power Co., refrigerator sales of. 6-20-28—p. 4.
—Nebraska Pr. Co., refrigerator sales quota of. 5-23-28—p. 18.
—New York Edison Co., refrigeration show of. 1-18-28—p. 6.
—New York Edison Co., display of. (photo) 8-1-28—p. 2.
—North American Lt. & Pr. Co. to sell Kelvinator. 5-23-28—p. 22.
—North American Lt. & Pr. Co., refrigerator sales of. 8-15-28—p. 15.
—North American Lt. & Pr. Co. offers prizes. 6-20-28—p. 6.
—Northern Indiana Pr. & Lt. Co., refrigeration show of. 5-23-28—p. 10.
—Northern Ohio Pr. Co., merger of. 5-23-28—p. 3.
—Ohio Public Service Co., contest of. 5-23-28—p. 1.
—Ohio Public Service Co. making spring drive. 5-23-28—p. 10.
—Ohio Public Service Co., refrigerator sales of. 6-20-28—p. 10.
—Ohio Public Service Co., refrigerator sales of. 7-18-28—p. 4.
—Oklahoma Gas & Elec. Co. offers milk cooling service to farmers. 7-18-28—p. 15.
—Pacific Power & Lighting Co., refrigerator sales of. 6-20-28—p. 6.
—Pacific Gas & Electric Co., display of (photo). 2-29-28—p. 7.
—Penn-Ohio Light Co. sets refrigerator quota for 1928. 5-23-28—p. 13.

Local News Correspondents and Subscription Representatives Wanted in Every Community

UP to the present time the subscription list of Electric Refrigeration News has been built almost entirely by the "sampling" process. Sample copies have been mailed to lists of distributors and dealers in refrigeration equipment and to well-rated retailers in other fields which may logically be considered as prospective sales outlets. Many names have been furnished by readers and special lists have been secured from a variety of sources.

Thus the News has been its own salesman. The returns have been continuous month by month. In fact, subscriptions have been received about as rapidly as they could be taken care of properly.

This natural method of building circulation has had its advantages. Those who enrolled as subscribers did so because they were quick to see the value of the paper---no selling effort was necessary to convince them of its merit. We believe, therefore, that the present 6,000 subscribers represent the most active section of the industry.

Numerous letters are received from subscribers, however, indicating that a considerable number of individuals are still depending upon borrowed copies of the paper. New subscribers frequently indicate their disappointment in not having had an opportunity to become acquainted with the News earlier. Furthermore, the industry is constantly growing.

We believe that the time has arrived for a careful analysis of the field of service with a view to securing an enrollment which may rightfully be said to include "every worthwhile company and individual in the electric refrigeration business." A study of the geographical distribution shows that in many localities there is, as yet, an inadequate number of subscribers to be truly representative.

On account of the highly specialized service of the News, there is no desire for mere numbers. Only those who are directly connected with the industry are wanted as subscribers. The number in any community is fairly definite. For this reason, the News desires to appoint as subscription representatives, and as news correspondents, only men and women who are actively engaged in the refrigeration business and who know the people who should be regular readers of the paper.

The opportunity is not for full time employment. The proposition calls for a limited amount of effort which will not interfere with regular duties. Subscriptions may be secured and news items reported as a by-product of business and social contact. A nominal commission will be paid for each subscription secured and suitable compensation will be given for news material as published.

Those interested are invited to write for full information without delay.

ELECTRIC REFRIGERATION NEWS
554 MACCABEES BLDG. DETROIT, MICH.

Index to Vol. II (Continued)

(See explanatory note at top of page 14)

- Old timers and newcomers, 2-29-28—p. 8.
—Five thousand subscribers, 2-29-28—p. 8.
—Electrical influence, 3-14-28—p. 8.
—Changed conditions, 5-23-28—p. 12.
—Complete the association, 7-4-28—p. 8.
—Business is good, 8-15-28—p. 8.
—Faith in the future, 8-15-28—p. 8.
- E**
Electrical industry faced with selling job, 10-12-27—p. 8.
Electric refrigeration directory, manufacturers of electric refrigerators, 10-12-27—p. 13.
—manufacturers of electric refrigerator cabinets, 10-12-27—p. 14.
—manufacturers of parts, accessories, materials and chemicals, 10-12-27—p. 15.
—catalogue and directory for 1928, 1-4-28—p. 1.
—manufacturers of machines, cabinets, materials and parts, 1-4-28—p. 17-24.
—changes, 2-1-28—p. 24.
—manufacturers of machines, cabinets, materials and parts with executive personnel, 3-28-28—p. 28-31.
—classified, refrigeration systems, apparatus, materials, parts, accessories, service and related merchandise, 6-6-28—p. 22.
- Electric refrigeration patents, 1-4-28—p. 28.
—supplementary list of, 1-18-28—p. 8.
Electric refrigeration specifications, preliminary tabulation of, 10-12-27—p. 10.
—revised tabulation of, 11-9-27—p. 10-11.
—machine specifications, 4-25-28—p. 11.
—machine specifications, additions to, 5-9-28—p. 16.
- Electric refrigerator works 3,660 hours each year, 5-9-28—p. 7.
Electricity, use of, shows prosperity, 2-15-28—p. 12.
- Enameling course to be given by Ferro Co., 1-18-28—p. 4.
—refrigerators, 4-11-28—p. 5.
—improvements in methods of, 6-20-28—p. 16.
—plant methods, modern, result in high production, 8-1-28—p. 14.
- Engineering comes before business, 1-4-28—p. 30.
Engineers, formerly handicapped by lack of information, 10-12-27—p. 6.
—directory of, 1-4-28—p. 29.
- Engineer, unethical use of title should be curbed, 7-18-28—p. 8.
Estimating, commercial jobs, 10-12-27—p. 11.
- Exhibits at N. E. L. A. Convention, Atlantic City, 6-6-28—p. 3A.
—Bohn, 6-6-28—p. 2A.
—Electrical Testing Laboratories, 6-6-28—p. 3.
—Frigidaire, 6-6-28—p. 3A.
—General Electric, 6-6-28—p. 4.
—International Nickel, 6-6-28—p. 2.
—Kelvinator, 6-6-28—p. 2A.
—Leonard, 6-6-28—p. 2.
—McCord, 6-6-28—p. 3A.
—Savage, 6-6-28—p. 6.
—Savory, 6-6-28—p. 3.
—Seeger, 6-6-28—p. 3A.
—Serval, 6-6-28—p. 2A.
—Superior Iceless, 6-6-28—p. 6.
—Wagner, 6-6-28—p. 3.
—Welsbach, 6-6-28—p. 2A.
- Exhibits, electric refrigeration, 5-23-28—p. 16.
—Allison, at Roanoke, Va., 5-23-28—p. 16.
—Climax, at Dairy Exposition, 11-9-27—p. 1.
—Copeland, at Baltimore, 12-21-27—p. 7.
—Copeland, at Milwaukee, 11-9-27—p. 9.
—Copeland, at San Francisco, 6-20-28—p. 9.
—Ehinger, at Columbus, O., 2-15-28—p. 8.
—Electro-Kold at Interstate Fair, 9-28-27—p. 5.
—Electro-Kold, at Salem, Ore., 12-21-27—p. 4.
—Frick, at San Francisco, 1-4-28—p. 32.
—Frigidaire, at Columbus, Ga., 2-15-28—p. 1.
—Frigidaire, at Dublin, Ga., 3-28-28—p. 8.
—Frigidaire, at Milwaukee, 11-23-27—p. 2.
—Frigidaire, at Minneapolis, 1-4-28—p. 14.
—Frigidaire, at Tuscaloosa, Ala., 5-9-28—p. 13.
—General Electric, at Detroit Builders Show, 3-14-28—p. 8.
—General Electric, at Knoxville, Tenn., 2-1-28—p. 21.
—General Electric, at Milwaukee Home Show, 5-9-28—p. 15.
—General Electric, at N. Y. Exposition, 11-23-27—p. 4.
—General Electric, at Omaha, 11-9-27—p. 3.
—General Electric, at Phoenix, Ariz., 5-23-28—p. 12.
—General Electric, at Pittsburgh, 12-7-27—p. 9.
—General Electric, at St. Joseph, Mo., 6-6-28—p. 21.
—General Electric, at Toledo, O., 2-1-28—p. 12.
—Kelvinator, at Chattanooga, Tenn., 5-23-28—p. 18.
—Kelvinator, at Dairy Exposition, 11-9-27—p. 3.
—Kelvinator, at Detroit Builders Show, 3-14-28—p. 8.
—Kelvinator, at Greenville, S. C., 5-23-28—p. 18.
—Kelvinator, at Milton, Pa., 6-20-28—p. 17.
—Kelvinator, at Milwaukee Home Show, 5-9-28—p. 15.
—Lamson, at Dairy Exposition, 11-9-27—p. 1.
—Phoenix, at Live Stock show, 1-18-28—p. 4.
—Serval, at Evansville, Ind., 8-1-28—p. 14.
—Serval, in Earl Carrolls' Vanities, 3-28-28—p. 1.
—Welsbach, at Plainfield, N. J., 7-18-28—p. 5.
—York, by California company, 7-18-28—p. 15.
—Zerozone, at Pittsburgh, 2-1-28—p. 24.
—Zerozone, at Ft. Smith, Ark., 7-4-28—p. 14.
- Export packing, good points of, 6-6-28—p. 19.
Export development, Consular offices prepared to assist, 1-18-28—p. 1.
Exporters' problem is now one of getting orders, 2-15-28—p. 5.
Exports, Dept. of Commerce, reports of:
—month of June, 9-14-27—p. 8.
—month of July, 10-12-27—p. 6.
—month of Aug., 10-26-27—p. 6.
—month of Sept., 12-7-27—p. 4.
—month of Oct., 1-4-28—p. 9.
—month of Nov., 2-1-28—p. 15.
—month of Dec., 2-29-28—p. 4.
—month of Jan., 3-14-28—p. 15.
—month of Feb., 3-28-28—p. 27.
—month of Mar., 5-9-28—p. 16.
—month of Apr., 6-6-28—p. 26.
—month of May, 7-4-28—p. 8.
—month of June, 8-15-28—p. 14.
- F**
Farm electrification, (see rural electrification).
Financial reports of Kelvinator Corp., 9-14-28—p. 1; 11-9-27—p. 9; 4-25-28—p. 1; 8-1-28—p. 2.
—Serval, Inc., 11-23-27—p. 5; 8-1-28—p. 2.
—Copeland, 6-20-28—p. 14; 7-20-28—p. 1; 8-1-28—p. 2.
—Frigidaire, 8-1-28—p. 2.
- Fish, freezing of to avoid market flood, 11-23-27—p. 12.
- Floats, parade, Kelvinator, at Phoenix, Ariz., 10-26-27—p. 1.
—Kelvinator, at Greenville, S. C., 7-4-28—p. 16.
—Serval, at Toronto, Can., 8-15-28—p. 14.
- Florist eliminates spoilage by refrigeration, 4-25-28—p. 10.
—praise electric refrigeration, 7-4-28—p. 15.
- Food protection studied by U. S., 10-26-28—p. 1.
—waste due to lack of refrigeration, 6-20-28—p. 1.
—preservation of, by refrigeration, 8-1-28—p. 15.
- retailing, how to make more money, 3-28-28—p. 32.
Food stores offer market for refrigeration, 2-29-28—p. 1.
Food store to sell refrigerators, 10-12-27—p. 12.
Fountain, soda, Red Cross in store (photo), 3-14-28—p. 10.
—electric refrigeration for, 3-14-28—p. 11.
—of American Soda Fountain Co. for electric unit (photo), 3-14-28—p. 12.
—of Schmidt Co. for sandwich shop (photo), 3-14-28—p. 13.
Fountainette widens field for electric refrigeration, 3-14-28—p. 9.
Foreign trade opportunities for, 3-28-28—p. 32; 6-6-28—p. 10; 8-1-28—p. 12; 8-15-28—p. 14.
- Furniture store, refrigeration is best future bet for, 12-21-27—p. 1.
—Christmas display in (photo), 12-21-27—p. 1.
—refrigerator margins inadequate for, 12-21-27—p. 2.
- G**
Gaskets refrigerator to be made by Jarow Products, 1-4-28—p. 21.
—selection of material for Wirfs, 3-28-28—p. 22.
Gaskets, tests of, by Gibson and Haskelite companies, 5-23-28—p. 18.
Gluing course to be given by U. S. Laboratory, 2-29-28—p. 13.
- H**
Hardware store, refrigeration a life saver for, 12-7-27—p. 1.
—expensive proves refrigeration profitable for, 12-7-27—p. 1.
Household refrigeration, progress and future of, 5-9-28—p. 14.
—Bureau of Economics lists references on, 8-15-28—p. 7.
- House cooling to come soon, 8-1-28—p. 7.
- I**
Ice cream industry, statistics for, 11-9-27—p. 3.
—dealers attracted by new store equipment, 11-9-27—p. 4.
—makers realize value of good refrigeration, 11-9-27—p. 4.
—report of Simplified Practice Committee on cans for, 2-15-28—p. 5.
—how industry started, 3-28-28—p. 7.
—objects to encouragement of home made, 4-25-28—p. 8.
—standard can sizes recommended for, 7-18-28—p. 4.
—bootleggers of, discovered, 8-15-28—p. 7.
—how to make, 3-14-28—p. 1.
—new method of making devised by Sparklets, Inc., 6-6-28—p. 7.
- Ice cream cooler, self contained, manufactured by Savage, 3-28-28—p. 20.
Ice cream, shipping jackets for, 3-28-28—p. 21.
Ice cubes, producer tells his experience in selling of, 2-1-28—p. 14.
—never failing appeal of (photo), 2-15-28—p. 1.
—made enroute with combination of automobile and Copeland unit (photo), 3-28-28—p. 16.
- Ice industry hopes to stop ice cube thunder of electric salesmen, 9-14-27—p. 8.
—electric competition is boon to, 10-12-27—p. 7.
—advertising plans outlined, 10-26-27—p. 2.
—to send \$300,000 for advertising, 11-23-27—p. 10.
—New York meeting of, 12-7-27—p. 11.
—will change in next ten years, 1-18-28—p. 7.
—heavy sales of, confined to 4 months, 2-1-28—p. 14.
—forced to adopt better merchandising methods, 6-6-28—p. 9.
—standard cake sizes for, 8-1-28—p. 1.
- Ice company to pay extra dividend, 1-18-28—p. 7.
—shows electric refrigerators, 12-7-27—p. 4.
—shows profit in December, 2-29-28—p. 12.
- Industry, electric refrigeration, has adopted correct name for service rendered, 9-28-27—p. 1.
—needs association of manufacturers, 10-12-27—p. 3.
—man power needs organization, 12-21-27—p. 3.
—information (editorial), 5-9-28—p. 8.
- Industrial prosperity is vital to manufacturer, 9-28-27—p. 1.
Installation pays cost in meat house in one year, 12-7-27—p. 4.
—apartment, three main types of, 12-7-27—p. 8.
- Installation, photos of, Reolite, 1-18-28—p. 1.
—Schmidt Co., 1-18-28—p. 4; 2-1-28—p. 1.
—Copeland, 1-18-28—p. 4; 1-18-28—p. 7; 2-1-28—p. 23; 3-28-28—p. 16; 4-25-28—p. 8; 8-15-28—p. 12; 8-15-28—p. 13.
—Sherer-Gillet, 2-1-28—p. 10.
—Oreole, 2-1-28—p. 16; 2-1-28—p. 22; 2-29-28—p. 12.
—Lipman, 2-1-28—p. 20; 6-6-28—p. 16.
—Glockler, 2-28-28—p. 1.
—Friedrich, 2-29-28—p. 2.
- Installation, photos of, Oreole, 2-29-28—p. 9.
—Banta, 2-29-28—p. 9.
—Bishop & Babcock, 3-14-28—p. 10.
—Savage, 3-14-28—p. 12.
—McCray, 3-28-28—p. 26.
—Seeger, 3-28-28—p. 3; 6-6-28—p. 16.
—Frick, 5-9-28—p. 2.
—Climax, 5-9-28—p. 8.
—Kelvinator, 5-9-28—p. 10; 8-1-28—p. 16.
—Weber, 5-9-28—p. 10.
—Hussman, 5-9-28—p. 10.
—Rex, 6-6-28—p. 16.
—Vilter, 6-6-28—p. 16.
—Brunswick-Kroeschell, 6-20-28—p. 12.
—Norge, 8-15-28—p. 1.
- Installment buying, refunding money on repossessed merchandise, 11-9-27—p. 9.
—declared sound, 11-23-27—p. 3.
—good policy for refrigeration sales, 12-7-27—p. 6.
—50 per cent of machines sold by, 2-1-28—p. 20.
—sound policy for, 2-15-28—p. 6.
—terms should not be too extended for, 4-11-28—p. 4.
- Instruction card connects buyer with factory, 5-9-28—p. 14.
- Insulation, importance in domestic cabinets, 10-12-27—p. 5.
—in Copeland models, 2-15-28—p. 12.
—discussed by cabinet makers, 2-15-28—p. 1.
—Balsam-wood, manufacture and applications to, 4-11-28—p. 10.
—methods of mounting in refrigerator, 4-11-28—p. 11.
—application of, to domestic refrigerator, 7-4-28—p. 13.
—tests show importance of, 8-1-28—p. 13.
—methods for refrigerated cars, 8-15-28—p. 8.
- L**
Lacquer finish, how it should be used, 12-7-27—p. 11.
—application process of Serval, 4-11-28—p. 13.
—gloss vs. clear finish, 7-4-28—p. 14.
- Laws, refrigeration, comparison of Canada and Florida, 2-29-28—p. 9.
- Lubricants, selection of, 1-4-28—p. 10.
Lubrication of compressors, 4-25-28—p. 9.
- M**
Manufacture of refrigerators, high lights of, 1-4-28—p. 14.
Markets, U. S. world survey of, for electric refrigeration, 3-23-28—p. 17.
—for electric refrigerator in Columbia, 6-20-28—p. 10.
- S**
Safety (editorial), 6-20-28—p. 12.
Safety Codes, New York engineers offer amendments to, 11-9-27—p. 1.
—New York, has final hearing, 11-23-27—p. 1.
—New York, adopted, 1-4-28—p. 25.
- for electric refrigerator in France, 7-4-28—p. 12.
—for electric refrigerator in Aden Arabia, 7-18-28—p. 1.
—for electric refrigerator in Chile, 8-1-28—p. 7.
- Mechanical refrigeration used for shipping perishables in Europe, 8-1-28—p. 10.
- Merchandising, N. E. L. A. central station plan of, 2-1-28—p. 6.
—four principles of, 2-15-28—p. 5.
—methods of ice industry, 6-6-28—p. 9.
- Milk Cooler, Wisconsin farms good market for, 2-29-28—p. 4.
—serving made easy for dealer by Haven Co., 5-9-28—p. 12.
- Milk cooling, costs of reduced by electric refrigeration, 7-18-28—p. 5.
- Model homes, installations of electric refrigerators in, 7-18-28—p. 2-4.
- Model kitchen, (photo), 11-23-27—p. 5.
- Moderate priced machines should be concentrated on by industry, 10-12-27—p. 2.
- Moisture, condensation of, prevented by new doors, 10-12-27—p. 8.
- Mortuary refrigerator, (photo), 3-28-28—p. 3.
- Motor, improvements explained in design of, 10-26-27—p. 1.
—meeting in Chicago, 12-21-27—p. 4.
—washing machines, no restrictions on, 2-1-28—p. 20.
—manufacturers to spend 1 million to improve, specifications for electric refrigerator, 2-29-28—p. 13.
—for electric refrigerator offered by Day Fan Co., 3-28-28—p. 22.
—condenser type, advantages are discussed, 3-28-28—p. 22.
—must function in spite of neglect, 5-23-28—p. 21.
—comparison of D. C. and A. C. for refrigeration service, 6-20-28—p. 19.
- Mousse vs. mush, 3-14-28—p. 1.
- Multiple system, pros and cons of for apartment houses, 5-9-28—p. 5.
—three main types of, explained, 12-7-27—p. 8.
—regulations of, 8-1-28—p. 1.
—installation, Copeland, in Pittsburgh (photo), 8-1-28—p. 1.
—opposed by Wilson, F., 8-1-28—p. 12.
—installation, Kelvinator, in Detroit (photo), 8-1-28—p. 16.
—installation, Norge, in Detroit (photo), 8-15-28—p. 1.
—installation, Copeland in Detroit (photo), 8-15-28—p. 12.
- O**
Oil burner, is result of war days, 9-14-27—p. 16.
—and refrigerator split overhead costs, 2-1-28—p. 15.
—and refrigeration, how lines dovetail for profits, 8-1-28—p. 4.
—dealer, advantages to, of selling electric refrigerators, 8-1-28—p. 5.
—and refrigeration keeps sales steady, 8-1-28—p. 6.
- Ordinance, of Lakeland, Fla., 1-18-28—p. 8.
- P**
Patents, refrigeration, classified list of, 1-4-28—p. 21.
Plan your work, 8-15-28—p. 9.
- Plumbing, refrigeration side line of, 3-28-28—p. 14.
- Poster, corrugated board used for (photo), 9-14-27—p. 7.
—of New York Edison Co. (photo), 3-28-28—p. 1; 8-15-28—p. 8.
- Postoffice has refrigeration system, 12-7-27—p. 7.
- Production, mass (editorial), 3-14-28—p. 8.
—big is an advantage, 3-14-28—p. 13.
—figures (editorial), 6-6-28—p. 10.
- Profits plus good will, 6-20-28—p. 6.
Public needs more druggery killers, 9-28-27—p. 7.
- Publicity (editorial), 2-15-28—p. 8.
—how to write acceptable editorial copy for, 3-28-28—p. 16.
—ice cube stunt for, 4-11-28—p. 11.
- Quality will determine future of industry, 10-12-27—p. 2.
- Questions of housewives on electric refrigeration are answered, 8-15-28—p. 2.
- R**
Radio and refrigerator combination works well in Kansas City, 10-26-27—p. 1.
—keeps the sales curve up, 10-26-27—p. 1.
—dealer pushes refrigerators 8 months in year, 10-26-27—p. 1.
—complimentary merchandise (editorial), 10-26-27—p. 6.
—second, refrigeration first for maximum profits, 11-23-27—p. 4.
—dealer says all radios to men, refrigerators to women, 11-23-27—p. 5.
—dealer pushing refrigeration (photo), 11-23-27—p. 11.
—advantages of over exclusive shop, 12-7-27—p. 7.
—makes good combination, 2-1-28—p. 18.
—refrigerator steals place of, 8-1-28—p. 13.
—industry needs statistics, 2-1-28—p. 21.
- Recipes for salad, 7-4-28—p. 2.
—pineapple parfait, 7-4-28—p. 16.
—temon juice cubes, 8-15-28—p. 4.
—fruit cocktail, 8-15-28—p. 7.
- Refreshment stands, using electric refrigeration, 8-15-28—p. 13-14.
- Refrigerators, would prohibit noxious, 3-28-28—p. 4.
- Refrigeration, 60 per cent of homes without, 9-14-27—p. 8.
—endorsed by Detroit Food Show, 11-23-27—p. 1.
—in the Christmas budget, 11-23-27—p. 1.
—in steps of auto industry, 11-23-27—p. 4.
—teas, how to conduct them, 5-9-28—p. 9.
—history depicted at convention, 7-18-28—p. 12.
—cars, methods used in Europe for, 8-1-28—p. 10.
—five millions will be spent on, 8-15-28—p. 2.
—adequate insulation and air circulation important factors of, 8-15-28—p. 8.
—ships, citrus cargo sent in, 12-7-25—p. 15.
—of Ford Motor Co., 8-15-28—p. 2.
—Pacific Coast line to equip ships, 8-15-28—p. 2.
- Refrigerated truck preserves ice cream on 2,000 mile trip (photo), 12-7-27—p. 11.
—makes shopping easy (photo), 1-18-28—p. 2.
—to be made by Baird Co., 3-14-28—p. 2.
- Refrigerator plays prominent part in new movie releases, 11-23-27—p. 7.
- Related merchandise (editorial), 8-1-28—p. 8.
- Retailing, automatic (editorial), 7-18-28—p. 8.
- Rural electrification means market for electric refrigerators, 9-28-27—p. 5.
- Texas Power Companies making survey of, 11-23-27—p. 10.
—increases of, 11-23-27—p. 16.
—service is being extended rapidly, 6-20-28—p. 4.
- S**
Salesman, qualifications of, 6-6-28—p. 26.
—compensation of, 6-20-28—p. 17.
Sales talk, dictaphone record of, 8-15-28—p. 11.
Selling, salesmen's compensation for, 9-14-27—p. 3.
—methods of Philadelphia distributor, 9-28-27—p. 1.
—in winter months, 10-26-27—p. 3.
—sodas and electric refrigerators, 11-23-27—p. 6.
—in winter, arguments for, 11-23-27—p. 8.
—by direct mail and canvass gets orders, 12-7-27—p. 1.
—by floor salesman, results of, 12-21-27—p. 5.
—force, makeup of, 1-4-28—p. 16.
—in small towns, 1-18-28—p. 6; 4-11-28—p. 7.
—the idea (editorial), 2-1-28—p. 12.
—the idea of electric refrigeration, 2-1-28—p. 3; 3-14-28—p. 16.
—refrigeration twelve months each year, 2-1-28—p. 3.
—methods of hardware store, 2-1-28—p. 18.
—during Christmas holidays, 2-1-28—p. 23.
—methods of Georgia dealer, 2-15-28—p. 6.
—by telephone, 2-29-28—p. 7.
—by providing salesmen with fine prospect list, 2-29-28—p. 10.
—N. E. L. A. plan, getting local interests behind, 3-14-28—p. 6.
—short (editorial), 4-25-28—p. 8.
—the tough nut customer, 5-9-28—p. 10.
—electric refrigeration as unit in kitchen ensemble, 5-9-28—p. 11.
—with help of human nature, 5-9-28—p. 13.
—in pre-season, 5-9-28—p. 15.
—the idea plan making good, 5-23-28—p. 13.
—territories, should they be zoned, 6-6-28—p. 7.
—co-operation with service dept., 6-6-28—p. 15.
—electric range is harder than refrigerator, 6-20-28—p. 4.
—electric refrigeration by health appeal, 6-20-28—p. 11.
—with aid of satisfied owners, 6-20-28—p. 15.
—by solution of the customers' problem, 6-20-28—p. 8.
—in summer with winter arguments, 6-20-28—p. 23.
—by telephone proves effective, 7-18-28—p. 10.
—mistakes of, 7-18-28—p. 11.
—by classifying prospects, 7-18-28—p. 15.
—best methods of, explained in course, 8-1-28—p. 3.
—how to make it more profitable, 8-1-28—p. 11.
—in strange quarters, 8-15-28—p. 7.
—in Santa Fe, 8-15-28—p. 10.
—in and near Omaha, 8-15-28—p. 13.
—sales manager's view of, 8-15-28—p. 15.
- Service, overhead cut by bonus, 10-26-27—p. 10.
—suggestions for cutting expenditures, 11-23-28—p. 10.
—follow sale and give, 11-23-28—p. 12.
—cards offered by the News, 1-4-28—p. 22.
—keeps customers satisfied, 2-1-28—p. 23.
—solving problems of, 2-29-28—p. 10.
—department is weakest link in merchandising chain, 3-28-28—p. 7.
—department should co-operate with sales department, 6-6-28—p. 16.
—don't talk it, give it, 7-4-28—p. 10.
—when making installation saves many a call later, 7-4-28—p. 11.
—saved by proper installation, 8-15-28—p. 9.
- Shelf, patent claims on, 8-15-28—p. 6.
- Shipping costs of, 2-1-28—p. 19.
—refrigerator to export market, costs of, 2-15-28—p. 14.
- Silica Gel, process to be marketed, 2-15-28—p. 3.
—what it is, and how it works, 3-28-28—p. 25.
—explanation of units for, 4-25-28—p. 1.
—subsidiary organized for, 5-23-28—p. 11.
—auxiliary action of crystals of, 6-6-28—p. 21.
—unit (photo), 7-4-28—p. 12.
- Specifications for electric refrigerators (see electric refrigeration).
- Stacker, for refrigerators (photo), 6-20-28—p. 18.
- Sulphur dioxide research suggested, 10-12-27—p. 8.
- Tests, of electric refrigerators by Good House Keeping Institute, 2-1-28—p. 24.
—comparative (editorial), 4-11-28—p. 8.
—laboratory, value of, 5-9-28—p. 8.
—of electric refrigerator current consumption, 6-6-28—p. 25.
- T**
Theatre cooling, talk on, 11-9-27—p. 6.
- Transportation of perishables by air, 1-18-28—p. 1.
—of refrigerants, 3-14-28—p. 1.
- U**
University, N. Y. lectures on refrigeration, 9-28-27—p. 1.
—N. Y. announces subjects for refrigeration courses, 10-21-27—p. 5.
—N. Y. refrigeration course membership, 11-9-27—p. 7.
—dairy farm of, 11-9-27—p. 6.
- University, N. Y. refrigeration course, 2-1-28—p. 17; 3-14-28—p. 2; 5-9-28—p. 1.
- V**
Valves, method of production, 1-4-28—p. 12.
—expansion, 3-28-28—p. 23.
—standardization of connections for, 3-28-28—p. 27.
—stream control, for water cooler, 5-23-28—p. 24.
- Vending machine, units for, 1-4-28—p. 13.
—(editorial), 7-18-28—p. 8.
- W**
Water coolers, valve cuts waste of water, 5-23-28—p. 24.
—unit added by Copeland, 8-1-28—p. 16.
—study of system, 10-26-27—p. 9.
—two types of by Cleveland Iceless Cooler, 1-4-28—p. 8.
—standards for, 2-15-28—p. 9.
—importance of safety measures for, 2-15-28—p. 9.
—construction and installation of, 2-15-28—p. 10.
—various makes of, 2-15-28—p. 11-12-13.
—direct principle used in Bilt Rite, 3-28-28—p. 20.
—profits in selling, 1-4-28—p. 32.
- Water cooling problems, 2-15-28—p. 11.
—profitable field for development, 2-15-28—p. 9.
- Window space, loan of, pays good returns, 4-25-28—p. 10.
- Window displays, photos of Serval, 10-12-27—p. 3.
—Frigidaire, 10-26-27—p. 6; 11-23-27—p. 6; 12-7-27—p. 5; 4-25-28—p. 1; 5-9-28—p. 19; 3-23-28—p. 8; 6-6-28—p. 8; 6-20-28—p. 22; 8-1-28—p. 2; 8-15-28—p. 7.
—General Electric, 12-7-27—p. 6; 6-20-28—p. 8; 6-20-28—p. 10; 6-20-28—p. 15; 7-18-28—p. 8; 8-15-28—p. 6.
—Kelvinator, 12-7-27—p. 10; 3-28-28—p. 10; 5-23-28—p. 3; 6-20-28—p. 14; 7-4-28—p. 8; 8-1-28—p. 1; 8-15-28—p. 10.
—Copeland, 12-21-27—p. 7; 5-23-28—p. 6; 7-4-28—p. 8.
—Wayne, 2-29-28—p. 6.
—Zerozone, 3-14-28—p. 16.
—Welsbach, 3-28-28—p. 18; 7-18-28—p. 1; 8-15-28—p. 16.
—Iceless Cooler, 6-6-28—p. 11.
—Serval, 7-4-28—p. 6; 7-4-28—p. 15; 8-1-28—p. 7.
—Seeger, 8-1-28—p. 1.
—Iroquois, 8-1-28—p. 6.

Index of Names in Vol. II

An Alphabetical Listing of Names of Companies and Individuals Featured in the News

Note: In compiling an index of the twenty-six issues of Volume II, which includes those from September 14, 1927 (Serial No. 25) to August 29, 1928 (Serial No. 50), two main divisions were made:

Part 1.—Subjects of principal articles, editorials and illustrations. This appeared in the August 29 issue.

Part 2.—Companies and individuals who have been the subjects of news and feature articles and authors whose names have appeared over feature stories. This second listing appears in the columns below.

A

Abington & Rockland Lt. & Pr. Co. increases advertising. 5-23-28—p. 6.
Abbott, T. F., to sell Frigidaire. 2-29-28—p. 11.
Absopure (see General Necessities Corp.).
Absolute Contactor Co. to go on large scale production. 1-4-28—p. 8.
—new booklets of. 1-4-28—p. 32.
Abt, L. E., comment of. 4-11-28—p. 14.
Acker, E. H. (author). 9-14-28—p. 3.
Acme Refrigeration Corp., new booklet of. 8-1-28—p. 16.
Acorn Opalite Metal Specialties Co. offers coolers for restaurants. 2-15-28—p. 11.
—new booklet of. 4-11-28—p. 16; 8-15-28—p. 16.
Adams, H. A., comment of. 11-23-27—p. 16.
Akerman, R. A., electric refrigerator sales record of. 7-4-28—p. 16.
Alabama Power Co., refrigerator campaign of. 8-1-28—p. 5.
Aladdin Utilities Co. buys Absopure branch. 1-13-27—p. 1.
Alaska Refrigerator Co., new booklet of. 10-25-27—p. 10; 5-23-28—p. 24; 7-18-28—p. 16.
—cabinets have cork wall window. 4-11-28—p. 13.
Albattross Steel Equipment Co., new booklet of. 5-9-28—p. 16.
Alexander, H. W., comment of. 1-4-28—p. 16.
Alexander, W. (photo). 7-4-28—p. 6.
Allen Filter Co. designs based on long experience. 2-15-28—p. 12.
Alton Lt. & Pr. Co. to double refrigerator sales. 5-23-28—p. 20.
American Bottlers of Carbonated Beverages, meeting of. 11-23-27—p. 1.
American Chain Co. buys Wright Mfg. Co. 5-9-28—p. 9.
American Electric Co. participates in builders exhibit (photo). 6-6-28—p. 21.
American Engineering Co., new booklet of. 5-23-28—p. 24.
American Gas Association, convention of. 8-15-28—p. 1.
American Institute of Refrigeration views achievements in industry. 5-23-28—p. 10.
American Radiator Co., new booklet of. 10-12-27—p. 16; 11-23-27—p. 16.
—offers dual control device. 3-28-28—p. 22.
—opens new plant. 1-4-28—p. 13.
American Refrigerator Corp., new booklet of. 2-29-28—p. 16.
American Rolling Mills Co., Chaplin, B., elected vice-president of. 2-29-28—p. 13.
—new booklet of. 6-20-28—p. 24.
American Society of Refrigerating Engineers, New York section meeting of. 9-28-27—p. 1.
—accepts new members. 11-9-27—p. 6.
—additions to program of annual meeting. 11-23-27—p. 1.
—Chicago and Milwaukee section, meetings of. 2-15-28—p. 15.
—committee of reports on ice cream cans. 2-15-28—p. 5.
—considers safety code at meetings. 7-4-28—p. 1.
—Detroit section, meeting of. 10-12-27—p. 1.
—Detroit section joins national body. 12-21-28—p. 1.
—Detroit section meeting set for April 19. 4-11-28—p. 2.
—Detroit section, meeting of. 4-25-28—p. 1.
—Detroit program June 4-7. 5-23-28—p. 1-3.
—Detroit section, meeting of. 8-1-28—p. 1.
—Detroit section plans 2-day frolic. 8-29-28—p. 2.
—directory of. 7-4-28—p. 29.
—favors regulation of multiple system. 7-4-28—p. 1.
—members in spotlight at western meeting of (photo). 6-6-28—p. 11.
—national safety code. 7-14-28—p. 5.
—New York section, meeting of. 11-9-27—p. 1.
—New York section to meet in annual session. 11-9-27—p. 6.
—New York section, annual report of. 1-18-28—p. 5.
—New York section elects officers. 2-15-28—p. 3.
—New York, meeting of. 3-14-28—p. 1.
—New York section, meeting of. 4-11-28—p. 1.
—New York section, meeting of. 5-9-28—p. 9.
—New York section, meeting of. 6-20-28—p. 4.
—plans for western meeting of. 5-9-28—p. 1.
—registration, opening day of western meeting. 6-6-28—p. 1.
—secretary disturbed by publication of proposed safety code. 8-1-28—p. 8.
—western meeting opens. 6-6-28—p. 1.
—western meeting of. 6-20-28—p. 1.
—western meeting, banquet of (photo). 6-20-28—p. 1.
American Soda Fountain Co., meeting of (photo). 2-15-28—p. 13.
Anderson Shop Case Mfg. Co. standardizes lines. 2-29-28—p. 11.
American Stove Co., model kitchen of (photo). 11-23-27—p. 2.
Anderson & Veatch display unit at food show. 2-29-28—p. 10.
Arcade Mfg. Co., new booklet of. 4-25-28—p. 16.
Arch Electric Co., plan for selling apartment units. 7-4-28—p. 2.
Arkwright, P. S. (photo). 7-4-28—p. 4.
Armstrong Cork & Insulating Co. salesman sees shipment of raw cork. 12-7-27—p. 7.
Armstrong Machinery Co., Inc., offers new line. 10-12-27—p. 8.
—adds automatic models. 1-18-28—p. 6.
—new booklet of. 5-9-28—p. 16.
—six self-contained ammonia machines of. 5-9-28—p. 12.
Arnold-Ervin Co., dealer meeting of. 6-20-28—p. 14.
Arnold, R., recovers from illness. 5-23-28—p. 2.
Arter, A. A., wins refrigerator sales contest. 2-1-28—p. 22.
Arthur, W. L., on sick list. 9-14-27—p. 8.
Associated Gas & Electric Co., refrigerator sales quota of. 2-29-28—p. 1.
—home service of. 5-23-28—p. 19.
—refrigerator sales for 1927. 3-28-28—p. 2.
—sets refrigerator sales quota. 7-18-28—p. 12.
Austin Hardware Co. attracts trade with drinking fountain (photo). 12-7-27—p. 1.
Austin-Morris Co., Copeland dealer school of. 8-15-28—p. 9.
Autoelectric Ierator Corp., new booklet of. 5-23-28—p. 24.
Automatic Freezer Syndicate announces new unit. 11-9-27—p. 6.
Automatic Reclosing Circuit Breaker Co. places control on market. 11-9-27—p. 12.
—new booklet of. 12-7-27—p. 12.
Automatic Refrigeration Association, formation of. 4-11-28—p. 1.
—Detroit meeting is postponed. 6-20-28—p. 1.
—second meeting to be held in Detroit. 6-6-28—p. 1.
Automotive Electric Sales Co. takes on Iroquois line. 7-4-28—p. 2.

B

Bacon & Sons turns refrigerator stock. 10-12-27—p. 1.
Bailey Co., J. W., dealer meeting of (photo). 7-18-28—p. 4.
Bailey, L. L., comment of. 3-14-28—p. 5.
Baird Co. to make refrigerated trucks. 3-14-28—p. 2.
Baker, D. V., comment of. 1-28-28—p. 6.
Baker Ice Machine Co. establishes branch. 10-26-27—p. 9.
Baker, J. B., employs salesladies. 5-23-28—p. 19.
Baldor Electric Co., new booklet of. 12-21-27—p. 8.
Baldwin, C. A. (author). 11-9-27—p. 4.
Baltimore Copeland Refrigeration, Inc., display of (photo). 12-21-27—p. 7.
Bangor Hydro Co., publicity contest of. 7-18-28—p. 10.
—publicity contest, results of. 8-1-28—p. 1.
Banta Refrigerator Co. offers display cases. 2-29-28—p. 3.
—new booklets of. 2-29-28—p. 16.
Barger, E. L., named Copeland service manager. 11-9-27—p. 7.
—(author). 8-15-28—p. 9.
Barnes, G. O., named sales manager of Sacramento Frigidaire branch. 6-20-28—p. 20.
Barnes Ketz, Inc. to sell electric refrigerators. 7-4-28—p. 16.
Barth, I. (author). 6-29-28—p. 6.
Bates, S. F., 7-4-28—p. 4.
Baxter Co., D. K., incorporated. 2-15-28—p. 15.
Beck & Corbitt, Billhimer joins staff of. 11-23-27—p. 4.
—demonstrate unit after sale. 12-7-27—p. 9.
Belding-Hall Electric Corp., receiver named for. 10-12-27—p. 1.
—announces apartment unit. 3-28-28—p. 21.
—distributor appointments of. 11-23-27—p. 11.
—new booklet of. 6-6-28—p. 26.
—purchased by C. J. Gibson. 8-15-28—p. 1.
—receives letter to creditors. 10-26-27—p. 7.
Belsey Co., refrigerator show of. 7-18-28—p. 14.
Belshaw, C. F. (photo). 6-6-28—p. 11.
Beneidit, D. N., made manager of Frick Co. 2-1-28—p. 20.
Benjamin Electric Mfg. Co., new booklets of. 9-14-27—p. 16; 12-21-27—p. 8; 5-23-28—p. 24; 6-6-28—p. 26.
—appointments of. 3-28-28—p. 8.
—cabinets have many new features. 3-28-28—p. 21; 4-11-28—p. 13.
—changes in personnel and territories of. 7-18-28—p. 9.
—dealer announcements of. 7-18-28—p. 16.
—offers apartment model. 6-20-28—p. 23.
—offers cabinets of seamless construction. 1-4-28—p. 12.
—offers refrigerator dishes in colors. 6-6-28—p. 20.
—supplies dealers with window cards. 8-1-28—p. 3.
—to extend distribution. 1-4-28—p. 8.
Bennett, L. H., finds bungalow offers attractive display features. 8-1-28—p. 11.
Bennington, H. C., is star salesman of Toledo Edison (photo). 6-20-28—p. 6.
Berg Mfg. Co. adds distributors. 11-23-27—p. 1.
—gets larger order. 8-29-28—p. 2.
—moves. 8-1-28—p. 1.
—new booklets of. 11-23-27—p. 1.
Berghoff Properties, Inc., buys Wayne Home Equipment Co. 8-29-28—p. 1.
Biechler, E. G., goes to Europe. 10-12-27—p. 2.
—addresses dealer meeting. 4-11-28—p. 3.
—comment of. 2-1-28—p. 21.
—comments on industry. 11-23-27—p. 13.
—guest of London menu. 12-21-27—p. 7.
—returns from Europe. 8-29-28—p. 11.
—sails for Europe. 7-18-28—p. 1.
Billhimer, A. M., joins Beck & Corbitt Co. 11-23-27—p. 4.
Bingham, A. W., comment of. 12-7-27—p. 4.
Bishop Electric Shop reorganizes. 4-25-28—p. 10.
Bishop & Babcock, meeting of (photo). 3-14-28—p. 2.
—installs fountain in store (photo). 3-14-28—p. 12.
—offers refrigerated soda fountains. 3-28-28—p. 3.
Black, J., to build addition to store. 10-12-27—p. 8.
Blanchard, F. L., gives reasons for advertising. 5-23-28—p. 12.
Blood, H. E., comment of. 9-28-27—p. 4.
Bloom, C. W., named distribution manager for De Soto. 8-1-28—p. 12.
Bloom, G. E., appointed Benjamin sales director. 5-23-28—p. 6.
Bloom, S. C. (photo). 6-6-28—p. 11.
Bodkins, E. O. (photo). 6-20-28—p. 13.
Bogart Co., H. G., sells 60 electric refrigerators. 2-1-28—p. 17.
Bohn Refrigerator Co. offers new cabinets. 4-11-28—p. 13.
—N. E. L. A. convention exhibit of (photo). 6-6-28—p. 3A.
—new booklet of. 4-11-28—p. 16; 4-25-28—p. 16; 8-15-28—p. 16; 8-29-28—p. 16.
Bolton, J. N., star salesman of Toledo Edison (photo). 6-20-28—p. 6.
Boston Store of Milwaukee, refrigerator demonstration of. 2-1-28—p. 15.
—refrigerator selling methods of. 5-9-28—p. 11.
Boyes, O. F., to represent Kelvinator in California. 9-14-27—p. 8.
Bracken, J. H. (photo). 6-20-28—p. 1.
—tells of application of insulation to domestic refrigerators. 7-4-28—p. 13.
Bradley-Hurtz Co. offers color service. 1-4-28—p. 13.
Braid, R. R., clipping service of. 5-9-28—p. 15.
Brandow, W. I., made wholesale manager of B. I. Cooper Sales Co. 6-20-28—p. 20.
Brattin Co., P. M., refrigerator sales of. 2-1-28—p. 18.
Brewer, E., named district manager for Electro-Kold. 5-23-28—p. 24.
Brewer, E. W., made Lamson sales promotion director. 6-6-28—p. 7.
Bright, B. (author). 8-15-28—p. 2.
Bright, G. B., heads A. S. R. E. 12-7-27—p. 1.
—(photo). 12-7-27—p. 11.
—to address Chicago and Milwaukee section meetings. 2-15-28—p. 15.
Brody Electric Co. appointed by G. E. 7-4-28—p. 10.
Brooklyn Edison Co., refrigerator show of (photo). 6-20-28—p. 11.
Brown, C. O. (photo). 7-4-28—p. 4.
Brown, D. A., comment of. 10-12-27—p. 8; 1-4-28—p. 16.
—awarded degree. 6-20-28—p. 1.
—honored at banquet. 1-18-28—p. 1.
—to entertain Adcraft club. 7-4-28—p. 15.
Brown Electric Co., display of (photo). 2-15-28—p. 1.
Brown, R. L., comment of. 1-4-28—p. 5.
—(photo). 1-4-28—p. 1.
Brunson, R. S., comment of. 9-28-27—p. 4.
Brunswick-Kroeschell machine in apartment. 5-9-28—p. 9.
—equips hospital (photo). 6-20-28—p. 12.
—new booklets of. 6-20-28—p. 24.

C

Campbell Electric Refrigeration Co. to start production. 5-23-28—p. 2.
Bullard, J. E. (author). 8-1-28—p. 7.
Bureau of Home Economic lists references. 8-15-28—p. 7.
Burlington-Kelvinator Co., display of (photo). 5-9-28—p. 14.
Burns, J. C. (author). 9-28-27—p. 7.
—G. E. dealer, meeting of (photo). 12-21-27—p. 3.
Burton, H. F., appointed manager of Rochester League. 3-28-28—p. 27.
Bywaters, J. K., comment of. 9-14-27—p. 8.
California Butchers Supply Co. offers trimmed display case. 3-28-28—p. 19.
Calver Electric Refrigeration Co., new booklet of. 10-26-27—p. 10.
Campbell Refrigerator Co., new booklet of. 11-23-27—p. 16.
Cameo Refrigerating Corp. using thicker insulation. 1-4-28—p. 13.
Campbell-Shirk Co., change of name. 6-20-28—p. 4.
Carkin, I., wins G. E. contest. 2-29-28—p. 5.
Carolina Pr. & Lt. Co., Kelvinator sales of. 7-18-28—p. 2.
Carpenter, C. U., resigns from Absopure. 9-28-27—p. 2.
—dealer Hudson. 2-1-28—p. 1.
Carpenter, W. A., to manage Allentown Kelvinator sales. 5-23-28—p. 24.
Carrier Eng. Corp., stock issue of. 12-7-27—p. 12.
—suggests sources of information on methyl chloride. 7-18-28—p. 16.
Carrier, W. L., comment of. 12-7-27—p. 1.
Cassidy, J. D. (author). 5-9-28—p. 14.
Cavender, J. M., joins Frigidaire. 11-23-27—p. 11.
Central Arizona Lt. & Pr. Co., essay contest of. 3-14-28—p. 12.
—gets results in essay contest. 6-6-28—p. 8.
Central Hudson Gas & Electric Co. salesmen's compensation increases load of. 9-14-27—p. 3.
—refrigerator quota of. 5-23-28—p. 8.
Central Illinois Public Service Co., refrigerator sales of. 7-4-28—p. 14.
Central Indiana Gas Co. window display of (photo). 7-4-28—p. 8.
Central Maine Power Co., contest of. 5-23-28—p. 14.
—offers bonuses to employees. 8-1-28—p. 12.
—opens new store. 6-6-28—p. 25.
Central Power Co., refrigerator quota of. 5-23-28—p. 22.
Century Brass Works, Inc., offers five models for electric refrigeration. 2-15-28—p. 12.
Challenge Refrigerator Co. cabinets insulated with Cabot quilt. 4-11-28—p. 14.
—new booklet of. 4-11-28—p. 16.
Champion Electric Co., compressor and cooling units of. 3-28-28—p. 19.
Chapman, B., named vice-president of American Rolling Mills. 2-29-28—p. 13.
Cisco Home Utilities appoints new dealers. 3-28-28—p. 2.
Cities Service Co., refrigerator sales of. 8-15-28—p. 16.
Clements, W. E., comment of. 1-4-28—p. 4.
Cleveland Iceless Cooler Corp. offers two types of water coolers. 1-4-28—p. 8.
—new booklet of. 5-9-28—p. 16.
—unit designed for water cooling. 3-28-28—p. 20.
Climax Electric Refrigeration Co., Mallory named president of. 9-28-27—p. 1.
—machine on Mississippi River snag puller (photo). 5-9-28—p. 8.
—new booklet of. 11-9-27—p. 12; 11-23-27—p. 16.
—offers two types of compressors. 5-9-28—p. 12.
—to show complete line. 1-4-28—p. 12.
—unit unharmed by fire and water. 6-20-28—p. 18.
Coffey, J. E., joins Frigidaire. 2-1-28—p. 15.
Coffin, H. L. (author). 8-15-28—p. 13.
Coldak Corp., new booklet of. 5-23-28—p. 24.
—appeals in Danbury case. 7-4-28—p. 15.
—held responsible for defective machine. 6-20-28—p. 13.
Cole, A. S., named G. E. dealer. 6-20-28—p. 6.
Cole, D. A., comment of. 9-14-27—p. 8.
Cole, Inc., Rex, decorated refrigerator of (photo). 9-14-27—p. 1.
—holds breakfast meetings. 3-28-28—p. 12; 5-23-28—p. 4.
—issues house organ. 8-1-28—p. 3.
—leases building. 2-1-28—p. 12.
—sales contest of. 5-23-28—p. 19.
—winter sales banquet of. 10-12-27—p. 1.
Coleman, K. (author). 6-6-28—p. 8.
Collier, C. A. (photo). 1-4-28—p. 4; 7-4-28—p. 2.
—comment of. 2-29-28—p. 6; 3-14-28—p. 3.
—heads southeastern division of N. E. L. A. 5-9-28—p. 9.
Collins, A. B., comment of. 3-14-28—p. 4.
Collins, F. W. (photo). 7-4-28—p. 4.
Columbus Electric & Power Co., banquet of (photo). 2-1-28—p. 21.
—using demonstration truck. 7-4-28—p. 16.
Comfort Distributing Corp. opens branches. 10-26-27—p. 10.
Commercial Investment Trust Corp. to finance Servel sales. 5-9-28—p. 6.
Commonwealth Brass Corp., Tazelaar, B., pro. 11-23-27—p. 16.
Commonwealth Edison Co., window display of (photo). 10-12-27—p. 3.
Connecticut Lt. & Pr. Co. sells 615 units. 5-23-28—p. 19.
—selling methods to be used in 1928 by. 6-6-28—p. 14.
—window display (photo). 6-20-28—p. 22.
Connolly, C. F. B., dealer meeting of. 4-11-28—p. 14.
Consumer's Gas Co., float of (photo). 8-15-28—p. 14.
Cook, F. H., star salesman of Toledo Edison Co. (photo). 6-20-28—p. 6.
Cooke Electric Refrigeration Co., new booklet of. 11-23-27—p. 12.
Cooke Seal Ring Co. concentrates selling territory. 1-4-28—p. 8.
Cooper, Jr., R., organization (photo). 11-23-27—p. 1.
—getting ready for winter sales. 11-23-27—p. 12.
Copeland Products, Inc., adds new all porcelain model. 8-29-28—p. 7.
—adds new compressor and zero tube cooling unit. 8-29-28—p. 11.
—adds new water cooler. 8-1-28—p. 16.
—advertising and selling program. 1-4-28—p. 8.
—advises dealers to subscribe to News. 2-29-28—p. 14.
—announces new water cooler. 12-7-27—p. 12.
—dealer and distributor appointments. 10-12-27—p. 8; 11-23-27—p. 6; 12-21-27—p. 6; 2-29-28—p. 9; 3-14-28—p. 15; 3-28-28—p. 27; 5-9-28—p. 14; 5-23-28—p. 10; 6-20-28—p. 20; 7-4-28—p. 2; 8-1-28—p. 12; 8-15-28—p. 16; 8-29-28—p. 16.
—export sales. 1-4-28—p. 21.
—factory running full time. 5-9-28—p. 9.
—financial report of. 7-18-28—p. 1; 6-20-28—p. 14; 8-1-28—p. 2.
—gets call from Hudson Bay. 5-23-28—p. 20.
—instruction card of. 5-9-28—p. 11.
—launches distributor contest. 8-1-28—p. 1.
—N. E. L. A. convention display (photo). 6-6-28—p. 2A.
—new booklet of. 4-25-28—p. 16.
—new model announced at banquet (photo). 10-12-27—p. 4.
—organizes subsidiary to handle silica gel unit. 5-23-28—p. 11.
—reports fall sales good. 11-9-27—p. 7.
—reports increase in sales outlets. 5-9-28—p. 15.
—sales and service schools. 4-11-28—p. 1.
—ships will exceed '27 figure. 12-7-27—p. 4.
—shows 32 models at meeting. 2-15-28—p. 2.
—small models added to line in 1927. 1-4-28—p. 11.
—trio through plant of. 1-4-28—p. 14.
Copeland advertising cited as among the best. 8-1-28—p. 11.

D

—built-in-model (photo). 7-18-28—p. 11.
—dealer meeting at Dallas. 4-11-28—p. 6.
—dealer tops sales quota. 4-11-28—p. 15.
—display at Milwaukee exposition (photo). 11-23-27—p. 1.
—installs units in N. Y. apt. 4-25-28—p. 8.
—models are heavily insulated. 2-15-28—p. 12.
—multiple system installation (photo). 8-1-28—p. 1.
—refrigerator submerged 12 hours. 9-14-27—p. 1.
—sales in Texas. 2-29-28—p. 7.
—salesmen win trip. 7-4-28—p. 5.
—salesmen's autos advertise refrigeration. 1-18-28—p. 4.
—silica gel display at Atlantic City (photo). 7-4-28—p. 12.
—silica gel process to be marketed. 2-15-28—p. 3.
—silica gel units explained. 4-25-28—p. 1.
—two "R" units cool milk from 140 to 40 in 10 minutes (photo). 8-29-28—p. 16.
—unit used in movie on milk refrigeration. 8-15-28—p. 12.
—units in New York apts. (photo). 11-23-27—p. 13.
—units in Celina apts. 1-18-28—p. 4.
—visitor says 30 ft. model is too small. 7-4-28—p. 15.
—water coolers for club. 6-20-28—p. 20.
Copeland Refrigeration Co., electric refrigerator submerged 12 hours. 9-14-27—p. 1.
Corcoran, J. A., appointed Kelvinator advertising and sales promotion manager. 8-29-28—p. 7.
Cork Import Corp., new booklets of. 9-28-27—p. 8; 11-9-27—p. 12; 6-6-28—p. 26.
—insulation methods of. 4-11-28—p. 11.
Cornell, Mrs. K. G., gives radio talks. 4-11-28—p. 2.
Corte-Corline presents Icelect unit. 7-4-28—p. 2.
Cox & Blackburn expect banner year. 2-1-28—p. 21.
Cox & Blackman, Inc., publicity test of. 2-1-28—p. 15.
Crawford, B. R., comment of. 1-18-28—p. 6.
Crawford, B. R., Miller Co. appointed G. E. dealer. 3-28-28—p. 5.
Crosley Radio Corp. making refrigerating device. 9-28-27—p. 1.
Crystal Refrigerator Co. offers candy display case. 2-29-28—p. 11.
—equips refrigerators with new door gasket. 3-28-28—p. 21.
—new booklets of. 2-29-28—p. 16.
Culton, J. W., buys partnership in Frigidaire agency. 6-20-28—p. 20.
Curley Motor & Electric Service appointed G. E. dealer. 10-12-27—p. 1.
Curtis, V. B., named Frigidaire branch manager. 7-18-28—p. 12.
Daggett, J. H., answers Frigidaire complaint. 5-23-28—p. 12.
Dahl, A., opens store. 9-28-27—p. 1.
—comment of. 5-9-28—p. 14.
—window display of (photo). 6-20-28—p. 9.
Dakota Power Co. using central station selling plan. 5-23-28—p. 8.
Dalrymple-Kelvinator Co., display of (photo). 3-14-28—p. 8.
—multiple installation by (photo). 8-1-28—p. 2.
—window display of (photo). 7-4-28—p. 8.
—window display of (photo). 8-15-28—p. 10.
Danbury & Bethel Gas Co., refrigerator sales of. 10-26-27—p. 6.
Daniels & Fisher selling electric refrigerators. 12-21-27—p. 1.
Daugherty, F., goes to Europe. 5-9-28—p. 18.
Davidson Bros., Inc., model home of. 6-6-28—p. 16.
Davidson, J. E., comment of. 3-14-28—p. 5.
—says industry must fight for share of consumers' dollar. 6-20-28—p. 2.
Dawley, E. A., joins utility company. 10-26-27—p. 2.
Day-Fan Electric Co. offers electric refrigerator motors. 3-28-28—p. 22.
Dean, C. A., appointed merchandising manager for central station. 2-15-28—p. 12.
Deer Co., A. J., producing commercial unit. 5-9-28—p. 9.
Derge, J. F., comment of. 1-4-28—p. 5.
Detroit Builders Show features colored models. 3-14-28—p. 8.
Detroit Edison Co., farm activities of (photo). 11-23-27—p. 7.
—selling electric service to farmer. 11-23-27—p. 7.
Detroit Food Show endorses refrigeration. 11-23-27—p. 1.
Detroit Free Press builds supplements from columns of News. 4-11-28—p. 8.
Deveraux, J. W., comment of. 3-14-28—p. 3; 5-9-28—p. 7.
Devon Mfg. Co., new booklet of. 5-9-28—p. 16.
Dieter, H. F., goes to Europe. 1-18-28—p. 1.
Dingwell, J., makes sale a day in April. 6-6-28—p. 25.
Doherty & Co., H. L., refrigerator sales for 1927. 2-29-28—p. 1.
Dole Refrigerating Machine Co., new booklets of. 9-28-27—p. 8; 5-9-28—p. 16.
—ammonia machine of (photo). 5-9-28—p. 12.
—presents small ammonia unit. 8-29-28—p. 12.
Domestic Electric Co., outing of. 11-23-27—p. 5.
—gets larger territory. 2-29-28—p. 10.
Domestic Electric Refrigeration Corp. puts Allison machine on 35 daily basis. 11-9-27—p. 2.
—appoints advertising agency. 11-9-27—p. 9.
—dealer appointments. 5-9-28—p. 15; 5-23-28—p. 23; 6-20-28—p. 18; 7-4-28—p. 2.
—machine is hermetically sealed. 3-28-28—p. 19.
—new booklets of. 11-9-27—p. 12.
Donovan, J. J., transferred by G. E. 4-11-28—p. 6.
—comment of. 4-11-28—p. 6.
Douglas Fir Plywood Institute formed. 8-15-28—p. 7.
Douglass, R. M., appointed Kelvinator advertising director. 2-15-28—p. 1.
Douglass & Henderson named G. E. dealer. 5-9-28—p. 1.
Dow, Alex., welcomes Jobbers Association delegates. 11-23-27—p. 1.
—heads society of mechanical engineers. 12-7-27—p. 7.
—to address A. S. R. E. gatherings. 2-15-28—p. 15.
Dowey, H. L., installs Copelands (photo). 4-25-28—p. 8.
Downing Mfg. Co. display cases have glass of varying thickness. 2-29-28—p. 14.
Drake, C. P., comment of. 9-28-27—p. 4.
Drayer & Hanson, cabinet line of. 3-14-28—p. 14.
Dry Ice Corp. buys site. 2-1-28—p. 18.
—erecting plant. 4-11-28—p. 1.
—new booklets of. 2-15-28—p. 16; 5-23-28—p. 24.
Dry-Kold Refrigerator Co. has new display case. 3-28-28—p. 18.
—new booklets of. 8-29-28—p. 16.
Dry-Zero Corp., new booklets of. 11-23-27—p. 16; 12-7-27—p. 12; 3-28-28—p. 32; 7-4-28—p. 16.
—insulation to aid Byrd expedition (photo). 8-29-28—p. 3.
Ducente, C. H. (author). 5-23-28—p. 17.
Dudley, W., named Frigidaire supervisor in Missouri. 2-29-28—p. 10.
Duffy, A. J., comment of. 11-9-27—p. 9.
Dunbar, C. V., rolls machine through town to pay bet. 6-6-28—p. 8.
—(photo). 7-4-28—p. 4.
Dunham, C., heads Universal Cooler. 11-9-27—p. 1.
Dunlevy, L., leaves Climax. 2-29-28—p. 16.
Dunn, C. L., comment of. 3-14-28—p. 5.
Dunning, Inc., dealer meeting of. 4-11-28—p. 12.
—opens new showroom. 6-6-28—p. 26.
—installs G. E. unit in summer White House (photo). 8-15-28—p. 4.
Duquesne Light Co., traveling display makes sales for. 9-28-27—p. 6.
Eakin, J. M., comment of. 3-14-28—p. 5.
Eastern Sales Co., new booklets of. 3-14-28—p. 16.

E

Eastern Service Co., dealer banquet of. 2-1-28—p. 19.
Eastman Kodak Co. has temperature made to order. 4-11-28—p. 15.
East St. Louis Lt. & Pr. Co., illuminated sign of (photo). 6-20-28—p. 18.
East Texas Electric Co. sells units through cooking school demonstration. 5-23-28—p. 2.
Eaton, W., wins Frigidaire contest. 2-1-28—p. 17.
Eberling, E. N., Copeland installation of (photo). 2-1-28—p. 23.
Ebinger, D. A., Sanitary Mfg. Co., equipment in shrine hospital. 10-12-27—p. 16.
—develops special cooler. 11-23-27—p. 16.<

INDEX OF NAMES IN VOL. II (CONTINUED)

See explanatory note at top of page 13

changes in sales organization of. 3-14-28—
P. 1.
Dallas branch opened by. 2-15-28—p. 15.
dealers hold first showing for new models. 8-29-28—p. 1.
Delco and Frigidaire now separate units. 1-4-28—p. 32.
Detroiters visit plant of. 3-28-28—p. 2.
drops 4 claims in patent suit. 8-15-28—p. 1.
dealer and distributor appointments. 10-12-27—
p. 3; 2-29-28—p. 10; 3-14-28—p. 12;
3-28-28—p. 5; 8-15-28—p. 12.
dealer and distributor meetings Asheville. 5-23-28—p. 20; Atlanta, 12-21-27—p. 6; Battle Creek, 4-11-28—p. 3; Columbia, 11-23-27—p. 4; 8-29-28—p. 16; Dayton, 6-20-28—
p. 17; Evansville, 8-29-28—p. 4; Fort Dodge, 1-4-28—p. 16; Galveston, 8-29-28—p. 4; Marshall, Tex., 6-20-28—p. 18; Minneapolis, 8-29-28—p. 13; Salt Lake City, 8-29-28—p. 13; San Antonio, 8-29-28—p. 3; Shreveport, 8-15-28—p. 7; Sioux Falls, 11-23-27—p. 4; Spokane, 8-29-28—p. 3; Wilkes-Barre, 6-6-28—p. 19.
engineers meeting at Dayton. 8-15-28—p. 14.
financial report of. 8-1-28—p. 2.
food show of Dayton branch. 5-23-28—p. 10.
food preservation exhibit of. 7-4-28—p. 14; 8-1-28—p. 5.
forms new company to take over sales branches. 8-15-28—p. 2.
installs 197 units in apt. 1-18-27—p. 8.
meeting of office heads at Dayton. 9-14-27—
p. 1.
N. E. L. A. convention displays of (photo). 6-6-28—p. 3A.
new booklets of. 12-7-27—p. 12.
opens acceptance office in New York. 5-23-28—
p. 16.
opens Atlanta office. 7-18-28—p. 5.
opens district office. 12-7-27—p. 6.
patent suit against Absorption postponed. 7-18-28—p. 5.
personnel association visits plant of. 4-25-28—
p. 10.
presents 1929 model (photo). 8-29-28—p. 1.
regional meetings of. 2-1-28—p. 1; 2-15-28—
p. 1; 2-29-28—p. 11.
sales outlook good for Europe. 11-23-27—
p. 6.
sales school. 6-6-28—p. 18.
Seattle headquarters opened by. 2-15-28—
p. 13.
sells 2,000 water coolers in Philadelphia. 11-23-27—p. 7.
service men, meeting of. 4-11-28—p. 7.
sets sales goal for 3 months. 2-15-28—p. 1.
students visit plant of. 5-23-28—p. 2.
Frigidaire advertisement reveals cost of refrigeration. 10-26-27—p. 1.
coolers used at Democratic convention. 7-18-28—
p. 12.
dealer installs unit on U. S. S. Kankakee. 7-4-28—p. 15.
men to visit European branches. 8-29-28—
p. 7.
salesman gets unusual bonus. 10-12-27—p. 4.
unit featured at cooking school. 5-23-28—
p. 22.
units introduced in Brazil. 11-23-27—p. 13.
units on coast guard cutters. 6-20-28—p. 18.
unit on exploration ship. 2-29-28—p. 10.
water coolers used by Indiana mining firm. 8-15-28—p. 2.
Frountetter, E. M. endorses salesman's complaint against G. E. 6-6-28—p. 12.
Frozone Corp. organized. 3-14-28—p. 1.
announces models. 3-28-28—p. 18.
moves offices. 5-23-28—p. 11.
Fry, E. E. Frigidaire dealer meeting of. 6-20-28—
p. 18.
Ft. Smith Light & Traction to sell G. E. and Kelvinator. 5-23-28—p. 14.
Fort Smith Radio Co., exhibit of (photo). 7-4-28—
p. 14.
Fuller, J. G. buys Berg Co. 12-7-28—p. 7.

G

G. & J. Sales Co., window display of (photo). 7-20-28—p. 1.
Galloway, R. F., made assistant to Frigidaire president. 1-4-27—p. 8.
Gardner, W. H., Christmas display of (photo). 12-21-27—p. 1.
Garrigan, S., to sell Zerozone. 2-29-28—p. 2.
Geer Refrigerating Co. appointed Frigidaire dealer. 3-28-28—p. 5.
General Appliance Co. \$500,000 merger of. 8-29-28—p. 1.
General Electric Co. awards cabinet contract to Seeger. 9-28-28—p. 12.
building new plant. 8-15-28—p. 12.
business shows increase for second quarter. 7-18-28—p. 15.
buys \$5,000,000 of cabinets in St. Paul. 4-11-28—p. 15.
Camp Refrigeration of. 9-14-27—p. 1.
central stations to sell unit of. 5-23-28—p. 10-14.
dealer and distributor appointments. 2-29-28—
p. 13; 3-14-28—p. 13; 3-28-28—p. 5;
4-11-28—p. 16; 4-25-28—p. 16; 5-9-28—p. 14-16; 5-23-28—p. 18; 6-6-28—p. 19-23;
6-20-28—p. 6-14-16-22; 7-4-28—p. 10-14;
7-18-28—p. 4-14.
dealer and distributor meetings Baltimore (photo). 1-4-28—p. 15; Billings, 4-11-28—
p. 9; Boston, 11-23-27—p. 11; 4-11-28—p. 1; Dallas, 2-1-28—p. 20; 5-23-28—p. 20; Dayton, 7-4-28—p. 16; Detroit, 4-11-28—
p. 3; Indianapolis, 6-6-28—p. 23; Lowell, 2-1-28—p. 19; Minneapolis (photo), 2-29-28—
p. 4; New York, 3-28-28—p. 12; Rochester, 2-15-28—p. 2; St. Petersburg (photo), 2-1-28—p. 22; Toledo, 3-28-28—p. 4; Tulsa, 8-15-28—p. 7.
develops protective cream for workmen. 6-6-28—p. 14.
direct mail campaign outlined. 6-6-28—p. 18.
elects two vice-presidents. 7-18-28—p. 9.
executives fly to Atlanta. 7-18-28—p. 6.
finance co. taken over by Industrial Acceptance Corp. 7-18-28—p. 4.
gives Jewish large cabinet order. 7-4-28—p. 2.
holds festival for employees. 10-26-27—p. 9.
makes awards in prize contest. 2-29-28—p. 5.
N. E. L. A. convention exhibit of (photo). 6-6-28—p. 4.
new booklet of. 10-12-27—p. 16; 12-21-27—
p. 8; 4-11-28—p. 16; 6-20-28—p. 24.
offers jumbo sales presentation book. 8-15-28—
p. 9.
offers recipe book. 2-1-28—p. 10.
recommends use of wax wrapping paper. 8-1-28—p. 16.
retail sales managers' meeting of. 6-6-28—p. 17.
training school of. 2-29-28—p. 8.
to push sedan model. 7-18-28—p. 16.
wholesale men meeting of. 6-20-28—p. 23; 7-18-28—p. 11.
General Electric dealers visit factory. 2-1-28—
p. 16.
dealer illustrates the hot and cold idea (photo). 8-15-28—p. 15.
Albany distributor opens branch. 5-23-28—
p. 6.
distributor in Indiana given more territory. 8-15-28—p. 12.
Distributor offers prize in essay contest. 3-14-28—
p. 12.
distributor to open branches in New York. 10-26-27—p. 10.
distributor in Missouri appoints dealer. 5-23-28—
p. 20.
distributors to hold camp. 7-18-28—p. 2.
girls' basketball team (photo). 3-28-28—p. 24.
refrigerator on liner. 6-20-28—p. 14.
salesmen after Rex Cole prizes. 5-23-28—p. 19.
salesman answers Frigidaire complaint. 5-23-28—
p. 12.
salesmen show how they are pushing units in Dallas (photo). 6-20-28—p. 23.
salesmen visit plant. 4-11-28—p. 6.

unit and new Ford shown together (photo). 12-21-27—p. 8.

units used at Democratic convention (photo). 7-4-28—p. 10A.
unit on houseboat. 8-1-28—p. 7.
unit installed in summer white house (photo). 8-15-28—p. 4.
units keep Democrats cool at Houston. 6-20-28—
p. 11.
General Motors buys title. 12-21-27—p. 2.
General Necessities Corp. 11-23-27—p. 1, (photo) p. 3.
announces baby grand model. 3-28-27—p. 21.
Chicago branch sold. 11-23-27—p. 1, (photo) p. 3.
commercial unit. 8-29-28—p. 12.
eight remote cabinets in line of. 3-14-28—
p. 14.
Frigidaire drops four claims in patent suit against. 8-15-28—p. 1.
lines in full production. 1-4-28—p. 13.
new electric sign of (photo). 9-28-27—p. 1.
offers units in four sizes. 2-15-28—p. 13.
patent suit postponed. 7-18-28—p. 5.
sells 1,000 cabinets to Ice Cream Co. 10-12-27—
p. 15.
General Refrigeration Co. names advertising agency. 10-26-27—p. 3.
announces unit with 10 h. p. motor. 3-28-28—
p. 19.
installations in hospital and ice cream plant (photo). 8-29-28—p. 12.
line permits installation of exact size of machine needed. 8-29-28—p. 12.
George R. (author). 6-20-28—p. 18; 8-15-28—
p. 15.
Georgia Power Co. sets prizes and quota for drive. 9-14-27—p. 1.
16 day campaign successful. 9-28-27—p. 1.
G. E. unit. 11-9-27—p. 6.
campaign final report of. 7-18-28—p. 6.
campaign details planned in advance. 7-18-28—
p. 6.
celebrates record breaking campaign. 7-18-28—
p. 1.
establishes new record for G. E. sales. 7-4-28—p. 1.
G. E. executives fly to celebration of. 7-18-28—
p. 6.
G. E. campaign running ahead of quota. 6-20-28—p. 1.
leaders inspire salesmen to go over the top in big drive (photos). 7-4-28—p. 4.
neglected kitchen week, report of. 3-28-28—
p. 11.
report of campaign. 7-4-28—p. 4.
sets goal for spring G. E. drive. 5-9-28—p. 1.
sponsors neglected kitchen week. 2-29-28—
p. 1.
strikes for \$500,000 goal. 5-23-28—p. 7.
teaching the way of better living. 7-18-28—
p. 1.
welcomes Zimmerman, P. B. from Cleveland (photo). 7-18-28—p. 1.
Gerstenberger, Inc. changes name. 11-23-27—
p. 16.
Gibson, C. J. buys Belding-Hall factory. 8-15-28—p. 1.
Gibson Refrigerator Co. to have new cabinet line for electric refrigeration. 4-11-28—p. 14.
new booklet of. 6-6-28—p. 26.
Gilbert, C. W. closes a tough sale. 10-26-27—
p. 5.
Gilman, F. L. wins Frigidaire check. 12-27-27—
p. 12.
Gimbel Bros. uses two cooling systems in store. 11-23-27—p. 11.
Girdler, J. (author). 12-21-27—p. 6; 1-18-28—
p. 2; 6-20-28—p. 11.
Glasgow & Stewart Co. revolving outdoor display of (photo). 6-20-28—p. 10.
Glockler, C. Bernard, Rodgers, J. B. resigns from. 12-21-27—p. 8.
display case has single glass. 2-29-28—p. 11; 3-28-28—p. 21.
Goldman, J. proposes national installment campaign. 2-29-28—p. 6.
Gold Medal Creamery, electric refrigeration pays direct returns to. 8-15-28—p. 14.
Good House Keeping Institute subjects refrigerators to test. 2-1-28—p. 24.
Goss, A. H., comment of. 2-15-28—p. 15.
objects to ice cartoon in News. 5-23-28—p. 12.
resigns from Kelvinator. 8-1-28—p. 1.
Gourley, J. P. (author). 8-15-28—p. 11.
Gramling Electric Refrigeration, Inc., formed. 6-20-28—p. 14.
Grand Rapids Brass Co. closes best year in company's history. 2-1-28—p. 12.
samples facilitate hardware selection. (photo) 4-11-28—p. 15.
Grand Rapids Refrigerator Co. patent claims held invalid. 8-15-28—p. 6.
Graves, S. B. heads Evansville Copeland Sales. 5-23-28—p. 16.
Gray, F. W. (author) 1-4-28—p. 16; 6-20-28—
p. 17; 7-4-28—p. 11; 7-20-28—p. 14; 8-1-28—p. 11.
Gray, C. W. F. uses phone girls in display. 5-23-28—p. 20.
Gray, Inc., W. F. takes new quarters. 4-25-28—
p. 10.
Gregory, F. H., comment of. 3-14-28—p. 2.
Greenwood, C. E., comment of. 1-4-28—p. 5.
(photo). 1-4-28—p. 4.
appointed N. E. L. A. commercial director. 3-28-28—p. 27.
discusses relation of central station to independent dealer. 8-29-28—p. 8.
outlines marketing problems of central stations. 6-20-28—p. 1.
Grothe, John J., refrigerated truck makes shopping easy. (photo) 12-7-27—p. 11.
Gruendler Mfg. Co. new booklet of. 3-28-28—p. 32.
Grupe, W. (author) 10-12-27—p. 4.
Gulf Power Co. cleans out old models. 5-9-28—
p. 8.
G. E. sales of. 7-18-28—p. 12; 8-15-28—p. 15.
plans G. E. campaign. 5-23-28—p. 3.
opens G. E. campaign in Florida. 6-6-28—
p. 25.
Gulf States Utilities Co., cooking school of. 5-23-28—p. 19.
Gunite Corp. new booklet of. 8-1-28—p. 16.
Guy, W. D. named refrigeration director of Association Gas & Electric Co. 3-28-28—
p. 6.

Hall, H. D. wins Westinghouse contest. 7-4-28—
p. 15.

Hall Refrigerator Co. to make cabinets. 9-28-27—p. 1.

Hall, T. P. transferred by Kelvinator. 2-15-28—p. 15.

Hamilton, H. G. (photo). 7-4-28—p. 4.

Hampson, A. C. talks to builders. 9-14-27—
p. 7.

Hansen, A. E. tells how to write editorial copy. 3-28-28—p. 16.

Hansen-Kauf Hardware Co. appointed G. E. dealer. 3-14-28—p. 13.

Harder Corp. new booklet of. 3-28-28—p. 32.

uses both corkboard and celotex insulation. 4-11-28—p. 13.

Harrington, T. R. wins order from mutes. 8-1-28—p. 12.

Harris, R. W. (photo). 7-4-28—p. 4.

Harrisburg-Copeland installation of. 6-20-28—
p. 22.

Harrison, H. (photo). 6-6-28—p. 11.

Harrison & Co., P. H., big campaign of. 8-29-28—p. 1.

Harrison & Barrow opens new showrooms. 4-25-28—p. 12.

Hartford Electric Light Co., 1928 refrigerator quota of. 6-6-28—p. 8.

Haskette Mfg. Co. applies war research to cabinets. 12-7-27—p. 10.

Lindbergh carries letters of. 5-9-28—p. 5.

monolithic cork process of. 1-4-28—p. 13.

moves. 4-25-28—p. 6.

new booklet of. 5-23-28—p. 24.

tests refrigerator doors. 4-11-28—p. 12.

Hatch, R. D., to market refrigerated truck bodies. 2-1-28—p. 16.

Haven Manufacturing Co. formed. 1-18-28—p. 3.

milk cooler unit design makes servicing easy. 5-9-28—p. 12.

unusual features in compressor made by. 3-14-28—p. 2.

Haviland, J. D., made vice president of Iceless cooler Corp. 12-21-27—p. 1.

Hayes, H. C., says Perkins invented first machine. 5-9-28—p. 8.

Heath, H. L., comment of. 9-14-28—p. 7.

Heibel, W. E., joins G. E. 11-23-27—p. 3.

Heideman, F. J. offers expansion valve. 3-28-28—p. 23.

Heil Co., new booklet of. 11-9-27—p. 12.

Heilman, R. H. (photo). 6-6-28—p. 11.

Hennison Electric Refrigeration Co., opens. 6-20-28—p. 10.

Henderson, H. L. (photo). 7-4-28—p. 4.

Hendrickson, J. F. joins Refrigeration Service Co. 8-1-28—p. 1.

Hendy, R. H., comment of. 2-15-28—p. 8.

Henry, D. B. joins Copeland. 5-9-28—p. 10.

new booklet of. 9-14-27—p. 16; 11-9-27—
p. 12.

Herrick Refrigerator & Cold Storage Co. improves construction and adds to cabinet line. 1-4-28—p. 12.

cabinets in tea room (photo). 2-1-28—p. 18.

has line of domestic and commercial cabinets. 3-28-28—p. 21.

new booklets of. 1-4-28—p. 32; 2-15-28—
p. 16; 2-14-28—p. 16; 6-20-28—p. 24.

Herter, C. H., says economies are lost by failure to consult experienced engineers. 8-15-28—
p. 8.

Hicks, D. E., comment of. 5-9-28—p. 12.

Hilger, W. C., letter of. 8-29-28—p. 16.

Hill & Co., C. V., maintains service corps. in east. 2-29-28—p. 1.

Hines, Co., dealer meeting of (photo). 1-4-28—
p. 15.

Hitch, L. T., comment of. 9-14-27—p. 8.

Hite, R. H. made sales manager for Zerozone. 8-29-28—p. 1.

Hodgson Hardy & Co., merger of. 5-23-28—
p. 3.

Hodkins Engineering Co., new booklet of. 4-25-28—p. 16.

Hogge, O. J., comment of. 3-28-28—p. 6.

Holcomb & Hoke Mfg., bunkerless display case of. 2-29-28—p. 12.

Holley Electric Co. in new home. 11-23-27—
p. 13.

Holman, L. H., comment of. 10-12-27—p. 6.

Holmes Products, Inc., to make refrigerators. 6-20-28—p. 14.

introduces new machine. 8-29-28—p. 7.

Home Light Co. to sell refrigerators. 6-20-28—
p. 20.

Home Light & Power Co. opens display room. 8-1-28—p. 16.

Hoosier Public Utility Co. expects refrigerator sales increase. 5-23-28—p. 14.

Hoover, Herbert, stresses importance of electrical aids in acceptance speech. 8-15-28—p. 1.

Horne, A. (author). 10-26-27—p. 1.

Horne, G. A. (photo). 6-6-28—p. 11.

Horne Ice Machine Co. announces 1/2 unit. 5-9-28—p. 12.

new booklet of. 5-9-28—p. 16.

Hughes, R. M., transferred by Frigidaire. 3-28-28—p. 26.

Hull, C. C., comment of. 9-28-27—p. 4.

Hull, H. E., joins Hires Co. 8-15-28—p. 4.

Huntington & Quarry, Inc., dealer meeting of. 3-14-28—p. 5.

Hurlbut Supply Co. appoints dealer for G. E. 5-23-28—p. 22.

appoints dealers. 6-20-28—p. 16.

recommends News to new dealers. 5-23-28—
p. 18.

Hurt & Burmeister adds 5 ft. cabinet. 3-28-28—
p. 18.

Hurt, F. (author). 4-11-28—p. 12.

Hussman Refrigerator Co. buys Keystone Screw Co. 2-1-28—p. 1.

cooler in El Paso market (photo). 5-9-28—
p. 10.

Hvid Ice Machine Corp. to produce Snow Queen. 12-7-27—p. 12.

units in production. 4-11-28—p. 7.

I

Icelect Corp. presents new units. 7-4-28—p. 2.

new booklet of. 7-4-28—p. 16.

Iceless Cooler Corp., new booklet of. 11-9-27—
p. 12; 5-23-28—p. 24.

plymet construction being used by. 12-21-27—
p. 3.

Illinois Pr. & Lt. Corp. installs Kelvinator at airport. 7-4-28—p. 16.

refrigerator sales of. 7-18-28—p. 4.

Illinois Refrigerator Co., new booklet of. 3-14-28—p. 16; 7-4-28—p. 16.

Indianapolis Pr. & Lt. Co., window display (photo). 8-1-28—p. 7.

Industrial Acceptance Corp. takes over G. E. financing. 7-18-28—p. 4.

International Nickel Co., new booklet of. 1-26-27—p. 10; 8-15-28—p. 16.

advertising plan book of. 2-29-28—p. 16.

monel metal in Hotel Savoy Plaza. 2-15-28—
p. 13.

N. E. L. A. convention, exhibit of (photo). 6-6-28—p. 2.

International Refrigeration Congress to be held April 9. 1-18-28—p. 1.

meeting of. 5-23-28—p. 16.

Iowa-Nebraska Light & Power Co. adds G. E. units. 2-29-28—p. 13.

to co-operate with dealers. 5-23-28—p. 6.

Iron Mountain Co., new booklet of. 12-7-27—
p. 12; 6-20-28—p. 24.

appoints dealer. 5-23-28—p. 22.

appoints dealer. 5-9-28—p. 6; 5-23-28—p. 16.

branch moves. 3-28-28—p. 23.

dealer meeting at Peoria. 2-15-28—p. 14.

dealer meeting at Quincy, Ill. 5-23-28—p. 22.

dealer school at Sioux Falls. 4-11-28—p. 1.

N. E. L. A. convention, exhibit of (photo). 6-6-28—p. 6.

offers set of window cards. 10-

IMPORTANT: See explanatory note at the top of page 13

Rogers-Meyers Furniture Co. named Allison dealer. 5-9-28—p. 15.
Rogers, A. C., pushing G. E. (photo). 6-20-28—p. 23.
—illustrates the hot and cold idea (photo). 8-15-28—p. 15.
Roller-Smith Co., appointments of. 7-4-28—p. 16.
—new booklet of. 8-1-28—p. 16.
Ross, H. J., heads Omaha Frigidaire office. 11-9-27—p. 8.
Roth, L. P., comment of. 10-12-27—p. 3.
Royal Oak exposition, model kitchen of (photo). 11-23-27—p. 5.
Rubenall, G. W., appointed Copeland dealer. 2-29-28—p. 9.
Russ Mfg. Co., new booklets of. 11-9-27—p. 12; 5-9-28—p. 16.
—water coolers of. 3-28-28—p. 20.
Russell, E., appointed manager of Kelvinator domestic sales in Boston. 4-11-28—p. 16.

S

San Antonio Public Service Co. helps dealers. 11-23-27—p. 10.
Sanderson-Harold Co., new booklet of. 2-29-28—p. 16.
Sands, H. T., address of. 6-20-28—p. 9.
Sanitary Refrigerator Co., new booklets of. 1-4-28—p. 32.
San Joaquin L. & Pr. Co. to increase load. 5-23-28—p. 14.
Sarason, J. A., sells his man (photo). 4-11-28—p. 10.
Savage Arms Corp., new booklet of. 11-9-27—p. 12.
—ice cream cabinet of. 3-28-28—p. 20.
—N. E. L. A. convention exhibit of (photo). 6-28-28—p. 6.
—recapitalization plan of. 7-18-28—p. 15.
Savannah Power Co. adds G. E. unit. 11-23-27—p. 10.
Savory, Inc., to sell to dealers. 1-4-28—p. 8.
—N. E. L. A. convention exhibit of (photo). 6-28-28—p. 3.
—new booklets of. 2-15-28—p. 16; 3-28-28—p. 12.
Schade, C. H., dealer meeting of (photo). 7-18-28—p. 15.
Schimmel Electric Supply Co. named Copeland distributor. 6-20-28—p. 20.
Schmidt Co., C., equipment in restaurant (photo). 1-18-28—p. 2.
—equipment in market (photo). 2-29-28—p. 3.
—equipment for sandwich shop (photo). 3-14-28—p. 13.
—new booklets of. 6-20-28—p. 24.
Schmidt, E. F., comment of. 3-14-28—p. 5.
Schmidt, W. H., comment of. 12-21-27—p. 6; 2-1-28—p. 12; 7-18-28—p. 8.
—with Chicago Absorption. 7-4-28—p. 2.
Schneider Mfg. Co. has new machine. 1-4-28—p. 12.
—change name of product and company. 5-9-28—p. 13.
—to market new machine. 2-29-28—p. 1.
Schooley, P. C., joins Dairy Company. 9-14-27—p. 16.
Schofield, C. B., comment of. 10-12-27—p. 3.
Scollard, W. (author). 8-1-28—p. 6.
Scott, H. G., heads new utility organization. 7-18-28—p. 2.
Scurder, W. J. (photo). 7-4-28—p. 4.
Sealey, P. T. (author). 4-11-28—p. 5.
Sealey, R. M., address of. 5-9-28—p. 9.
Seattle Electrical Show. 3-14-28—p. 13.
—features refrigeration displays. 4-25-28—p. 5.
Seeger, W. G. (author). 3-28-28—p. 11.
Seeger Refrigerator Co. gets G. E. Contract. 9-9-28—p. 12.
—cabinet cutouts please children. 2-29-28—p. 7.
—cabinets designed for ice or electric unit. 3-28-28—p. 23.
—cabinets keep animals cool. 3-28-28—p. 3.
—equipment in Shrine hospital. 10-12-27—p. 16.
—equipment on the Saratoga. 3-14-28—p. 6.
—N. E. L. A. convention exhibit of (photo). 6-28-28—p. 3A.
—new booklet of. 4-11-28—p. 16; 8-29-28—p. 16.
—sales course of. 8-1-28—p. 3.
Seewald Co., A., banquet of. 5-23-28—p. 21.
Seguine, J. A., pushing commercial sales. 8-1-28—p. 12.
Servel Corp. receivership caused by over production. 10-12-27—p. 1.
—announces new models. 3-28-28—p. 17.
—announces personnel changes. 7-18-28—p. 12.
—appoints advertising agency. 2-29-28—p. 10.
—appoints Jackson, P. H. 8-29-28—p. 3.
—awards prizes to Trans-Atlantic flyers. 5-23-28—p. 11.
—closes Atlanta office. 10-26-27—p. 2.
—colored cabinets and water coolers. 3-28-28—p. 17.
—dealer meeting. 7-18-28—p. 15.
—distributor and dealer appointments. 6-20-28—p. 11; 6-20-28—p. 14; 7-4-28—p. 15; 8-1-28—p. 7; 8-1-28—p. 16; 8-15-28—p. 16.
—distributor meeting (photo). 7-18-28—p. 9.
—elects directors. 2-15-28—p. 4.
—extends time for deposits. 11-9-27—p. 6.
—financial report of. 8-1-28—p. 2.
—helps to train salesman. 8-15-28—p. 18.
—ladder process of. 4-11-28—p. 15.
—large contract closed by. 7-18-28—p. 12.
—leases warehouse. 12-7-27—p. 12.
—line includes commercial units up to 1/2 ton capacity. 8-24-28—p. 7.
—moves western headquarters. 11-23-27—p. 6.
—N. E. L. A. convention display of (photo). 6-28-28—p. 2A.
—new booklet of. 12-7-27—p. 12; 3-28-28—p. 32; 8-15-28—p. 16.
—new organization of, now in operation. 1-18-28—p. 1.
—plant visited by teachers (photo). 8-29-28—p. 4.
—proposes stock exchange for creditors. 11-23-27—p. 6.
—publicity stunt (photo). 3-28-28—p. 1.
—reorganization. results of. 5-23-28—p. 23.
—sales to be financed by Commercial Investment Trust. 5-9-28—p. 6.
—securities ready for delivery. 2-1-28—p. 1.
—subsidiaries merge. 1-4-28—p. 32.
—unit survives bad tumble. 8-1-28—p. 12.
—wafer, D. A., moves. 6-20-28—p. 15.
Shannon, L. C., says Frigidaire foreign sales good. 11-23-27—p. 6.
Shaw, O. J., appointed G. E. dealer. 5-23-28—p. 18.
Shebovan Appliance Co. to handle Frigidaire. 3-14-28—p. 12.
Sivler, R. R., display (photo). 11-23-27—p. 6.
Simpson, L. M., heads Electro-Kold. 12-21-27—p. 1, (photo) 2.
Sladeford, J., named director of utility sales by Kelvinator. 10-12-27—p. 9.
Sloan, A. P., sees great future. 11-9-27—p. 8.
Smith, A. E. (author). 1-4-28—p. 32.
Smith, F. E., address of. 3-28-28—p. 3.
—comment of. 5-23-28—p. 12.
Smith, F. W., comment of. 12-21-27—p. 1.
—address of. 2-1-28—p. 22.
Smith Motors Corp., transportation of perishables by. 1-18-28—p. 1.
Smith-Winchester Co. window display (photo). 12-7-27—p. 10.
Smoot-Holman Co., new booklet of. 5-9-28—p. 16.
Snider, F., comment of. 2-1-28—p. 14.
Snow Queen (see Hvid Ice Machine Corp.) Society for Electrical Development, four managers on board of. 9-28-27—p. 1.
—awards McGraw medal. 1-18-28—p. 6.
—meeting of. 2-1-28—p. 20.
—promotional work for 1928. 1-18-28—p. 1.
—puts okay on unification plan. 11-23-27—p. 2.
—to promote adequate wiring. 12-7-28—p. 8.
Solid Carbonic Co. making carbon dioxide ice. 2-15-28—p. 5.

Q

Queens exposition features electric refrigeration. 11-9-27—p. 12.
Quinn, T. K. (author). 9-28-27—p. 1.
—addresses dealers. 2-1-28—p. 12.

R

Ranier, H. E., makes ice cubes (photo). 3-28-28—p. 16.
Ranney Refrigerator Co. features solid ash cabinet. 4-11-28—p. 13.
—new booklet of. 4-11-28—p. 16.
Rathbun, J. B. (author). 4-25-28—p. 9; 6-20-28—p. 19.
Raub Mfg. Co. to make units. 2-1-28—p. 1.
Read Co. takes G. E. agency. 9-14-27—p. 7.
Reactor Co., H. B., displays units in distinctive salon. 4-25-28—p. 1.
—(photo). 7-18-28—p. 8.
Redmond, W. (author). 5-9-28—p. 10.
Reed, Mrs. C. B., sales record of. 6-20-28—p. 8.
Refrigeration Machinery Association shows interest in electric machine group. 7-4-28—p. 8.
—members of, principals and alternates. 7-4-28—p. 9A.
—objects of. 7-4-28—p. 10A.
—officers and committee of. 7-4-28—p. 10A.
Refrigeration Manufacturers Council organized. 5-9-28—p. 4.
—constitution and by-laws of. 5-9-28—p. 3.
—meeting of. 8-1-28—p. 1.
Refrigeration Service Co., Hendrickson, J. F., appointed by. 8-1-28—p. 1.
Refrigeration Trades Association, Portland, essay and slogan contest. 8-15-28—p. 15.
Replogle, J. R., resigns from Nizer. 9-14-27—p. 1.
Reynolds, L. E., named G. E. dealer. 4-11-28—p. 16.
Rex Mfg. Co., new booklet of. 12-7-27—p. 12; 12-21-27—p. 8.
—announces new display case. 12-21-27—p. 8.
—color combinations of. 3-28-28—p. 20.
—standardizes corkboard for residential models. 4-11-28—p. 14.
Rhinelander Refrigerator Co., new booklet of. 1-4-28—p. 32.
—miniature cabinet with remote control of. 5-9-28—p. 12.
Rice Products, Inc., sells 135 coolers. 6-20-28—p. 4.
Richard & Co., Jackson, E. C., joins staff of. 11-9-27—p. 8.
Richards, A., makes unique sale. 2-1-28—p. 22.
Richardson, A. (author). 12-7-27—p. 1; 4-25-28—p. 10; 5-9-28—p. 13; 6-20-28—p. 15; 7-4-28—p. 15; 7-18-28—p. 10; 8-1-28—p. 13; 8-15-28—p. 7.
Richardson, G. B., comment of. 1-4-28—p. 3.
—comment of. 3-28-28—p. 6.
—selling plan drawn up by. 2-1-28—p. 3.
—urges utilities to push refrigeration. 6-20-28—p. 1.
Rick, R. A., door patent of. 2-15-28—p. 15.
Rickmire, A. P., letter of. 2-15-28—p. 4.
Riddick, Inc., A. G., dealer meeting of. 12-21-27—p. 3.
Riley, F. F., new booklet of. 11-23-27—p. 16.
—(author). 1-4-28—p. 10; 2-15-28—p. 11; 2-29-28—p. 3; 3-14-28—p. 9; 5-9-28—p. 7.
Rilling, W. R., joins Zerzone. 4-11-28—p. 3.
Roanoke Engineering Sales Co., display (photo). 5-23-28—p. 16.
Robillard, H. L., address of. 11-23-27—p. 11.
Robbins & Myers, receivers appointed for. 12-21-27—p. 4.
Rodgers, J. B., leaves Gloekler. 12-21-27—p. 8.
Rodman, C. P. (author). 11-9-27—p. 2; 11-9-27—p. 8; 12-7-27—p. 1; 12-21-27—p. 2; 1-18-28—p. 6; 2-1-28—p. 22; 2-29-28—p. 4; 6-6-28—p. 17; 8-1-28—p. 6; 8-15-28—p. 13.

O

Oakley, A. W. (photo). 6-6-28—p. 11.
Oakley & Sons appointed dealer for Electro-Kold. 4-11-28—p. 16.
O'Brien, J. E., joins Savage. 4-25-28—p. 16.
Ochiltree Electric Co., banquet of (photo). 11-23-27—p. 13.
—window display (photo). 12-23-27—p. 9.
Ohio Public Service Co. to sell 1500 units. 4-11-28—p. 1.
—June sales of. 7-18-28—p. 4.
—making big spring drive. 5-23-28—p. 14.
—refrigerator sales exceed quota in Ohio campaign. 6-20-28—p. 10.
—sales contest of. 5-23-28—p. 14.
Oil Burner Association, meeting of. 3-28-28—p. 2.
Oklahoma Gas & Electric Co. offers milk cooling service. 7-18-28—p. 15.
Okmulgee Furniture Co. takes Kelvinator line. 2-15-28—p. 3.
Omaha Food Show (photo). 11-9-27—p. 2.
Ottenheimer Bros. cabinet in Baltimore hospital (photo). 2-1-28—p. 22.
—display case in cafe (photo). 2-29-28—p. 9.
Osborn, G. E., made sales manager for Jacksonville distributor. 9-28-27—p. 1.
—comment of. 12-7-27—p. 11.

P

Pacific Gas & Electric Co., window display of (photo). 2-29-28—p. 7; 7-4-28—p. 6; 7-4-28—p. 8.
Pacific Power & Lighting Co. sells 80 units. 6-20-28—p. 6.
—sells 210 units in 7 months. 8-29-28—p. 13.
Palmyra Electric Co. named G. E. dealer. 4-11-28—p. 16.
Panush, E., sells 9,400 in units. 10-26-27—p. 3.
Park, J. L. (author). 7-20-28—p. 1.
Parker, W. (author). 10-26-27—p. 1; 12-21-27—p. 5; 1-18-28—p. 3; 2-1-28—p. 15; 2-1-28—p. 6; 2-1-28—p. 23; 2-29-28—p. 5; 2-29-28—p. 7; 4-11-28—p. 4; 4-11-28—p. 7; 6-6-28—p. 7; 6-6-28—p. 7; 6-20-28—p. 23; 7-18-28—p. 15.

—new plant of. 3-28-28—p. 2.
Solvay Sales Corp., new booklet of. 8-29-28—p. 16.
Southern, A. T., gets larger territory. 4-11-28—p. 9.
—holds organization get-together. 5-23-28—p. 22.
Southern Cities Power Co. to push refrigerator sales. 5-23-28—p. 10.
Southern Colorado Power Co. sells 324 units. 7-4-28—p. 12.
Southern Indiana Gas & Electric Co. window display (photo). 8-1-28—p. 14.
Southern Pacific, "Agricultural Special" (photo). 6-6-28—p. 10.
Southern Plumbing Co. named Kelvinator dealer. 4-11-28—p. 16.
Southern Public Utilities Co., float (photo). 7-4-28—p. 16.
—campaign of. 8-15-28—p. 15.
Southern States Sales Corp. appoints sales director. 5-20-28—p. 15.
Southern Utilities Co. commercial installations of. 10-26-27—p. 4.
Southwest Builders Supply Co. gets larger territory. 5-23-28—p. 20.
Southwestern L. & E. Co., dealer meeting of (photo). 7-18-28—p. 9.
Sowards, E. H., sets his year's quota. 4-25-28—p. 9.
Sparklets, Inc., devises way to make home made ice cream. 6-6-28—p. 7.
—appoints distributors. 8-15-28—p. 16; 8-29-28—p. 16.
—demonstration of. 8-15-28—p. 9.
—new booklets of. 7-4-28—p. 16; 8-15-28—p. 16.
—window display by New York Central Station (photo). 8-29-28—p. 5.
Spier, J. J., comment of. 10-26-27—p. 10.
Speller, F. N. (photo). 6-6-28—p. 11.
Spengler, K., tells how to make real ice cream. 3-14-28—p. 1.
Spreen, C. C., reports on compressors. 11-23-27—p. 13.
—(photo). 6-6-28—p. 11.
Spreen, Mrs. C. C. (photo). 6-20-28—p. 1.
Springfield Weisbach Electrical Refrigeration Co. window display (photo). 8-15-28—p. 16.
St. Joseph Railway, L. H. & Pr. Co. sells 16 units. 7-4-28—p. 15.
—display of (photo). 8-1-28—p. 10.
—sales of. 8-15-28—p. 2.
Staeb, C. D., comment of. 3-28-28—p. 32.
Stackhouse, R. K., comment of. 5-23-28—p. 22.
Standard Sanitary Mfg. Co. to sell to plumbers. 5-23-28—p. 20.
Stanley, Dr. L. (photo). 6-6-28—p. 11.
Stanley, R. C. (author). 10-12-27—p. 2.
Stanton, T. F., sales record of. 5-23-28—p. 20.
Star Electric and Engineering Co. appointed by Allison. 6-20-28—p. 20.
Staten Island Edison trains home service workers. 5-23-28—p. 12.
Stephens, R. T., comment of. 3-28-28—p. 6.
Sterrett & Fleming named Copeland dealer. 3-14-28—p. 15.
Stevens & Wood, Inc., merger of. 5-23-28—p. 3.
Stophlet, D. C., comment of. 2-15-28—p. 8.
Stover, I. K., is dead. 5-9-28—p. 9.
Stover, L. C., display (photo). 11-9-27—p. 9.
Stow Mfg. Co., cabinet finishing tools of. 1-4-28—p. 12.
—new booklet of. 4-25-28—p. 16.
Strelinger-Copeland, multiple installations by (photo). 8-15-28—p. 12.
Stroh Products Co. offers commercial units. 8-29-28—p. 13.
Sullivan, R. A. (author). 7-4-28—p. 10.
Superior Iceless Refrigerator, Inc. N. E. L. A. convention exhibit (photo). 6-6-28—p. 6.
Swope, G., visits Omaha G. E. properties. 10-12-27—p. 4.
—establishes loan fund. 12-21-27—p. 4.
—in Europe. 2-1-28—p. 1.
Syphon Refrigerator Co., insolvency of. 11-9-27—p. 9.

T

Taber, S., comment of. 3-14-28—p. 4.
Tabors, G. E. (author). 8-29-28—p. 11.
Tagliabue, C. J., new booklet of. 3-14-28—p. 16.
Taylor, H. F. (photo). 6-6-28—p. 11.
Taylor, R. C., comment of. 10-12-27—p. 16.
Tazelaar, P., promoted by Commonwealth Brass. 11-23-27—p. 16.
Tegder, G. G., buys Frigidaire outlet. 1-4-28—p. 15.
Tellite Mfg. Co. offers electrical advertising panel. 8-15-28—p. 4.
Ternhune, Jr., E. A., address of. 2-29-28—p. 12.
Texas Iroquois Co. increase stock. 11-23-27—p. 4.
Texas Power Companies making farm survey. 11-23-27—p. 10.
Thermal Engineering Co., display of (photo). 8-1-28—p. 6.
Thermo Ice factory at Auburn. 9-28-27—p. 1.
Thomas, M. (author). 10-12-27—p. 1; 11-23-27—p. 6; 12-7-27—p. 1.
Thompson, R. R., address of. 3-28-28—p. 5.
Thompson, T. R. (author). 10-12-27—p. 1; 4-25-28—p. 2.
Tillman, R. H. (photo). 1-4-28—p. 5.
—comment of. 3-14-28—p. 4.
Toledo Edison Co., sales quota for 1928. 6-6-28—p. 8.
—salesmen, either sell or caddy. 7-18-28—p. 14.
—sells 926 units in 48 day campaign. 6-20-28—p. 6.
Towne, W. L., joins Tyson Agency. 11-23-27—p. 5.
Tri-State Electric Co., dealer meeting of. 4-11-28—p. 1.
Troy, M. O., heads G. E. central station dept. 5-23-28—p. 10.
Trupar Manufacturing Co. offers 3/4 H. P. compressor unit. 8-29-28—p. 11.
—new booklets of. 8-29-28—p. 16.
Tullar, C. E., heads G. E. patent dept. 6-6-28—p. 18.
Turner Auto Supply Co. to sell Iroquois. 5-9-28—p. 6.

U

Union Electric L. & Pr. Co., show of. 6-20-28—p. 14.
Union Refrigerator Transit Co. increases capitalization. 3-28-28—p. 27.
United Cork opens Buffalo branch. 9-28-27—p. 1.
Universal Cooler Corp., new booklet of. 10-26-27—p. 10.
—developing beauty parlor model. 3-28-28—p. 21.
—establishing branches. 1-4-28—p. 9.
—offers ice and salt conversion unit. 3-14-28—p. 14.
—production methods of. 1-4-28—p. 13.
—window display (photo). 6-6-28—p. 10.
University Consolidated, refrigerator sales of. 5-23-28—p. 22.
U. S. shipping board seeks better refrigeration. 7-18-28—p. 1.
Utah Electrical League, officers of. 2-1-28—p. 16.
Utilities Engineering Institute offers course. 1-4-28—p. 13.
—new booklet of. 6-6-28—p. 26.

V

Valerius Corp., sales plan of. 1-4-28—p. 8.
—names advertising agency. 5-23-28—p. 18.
Van Aermann, J. H., resigns from Pittsburgh Electric League. 11-23-27—p. 11.
—with New York Pr. & Lt. Corp. 2-29-28—p. 16.
Very, W. M., made Welsbach sales promotion manager. 9-14-27—p. 7.
Virginia Electric & Power Co. display (photo). 4-25-28—p. 1.
Virginia Public Service refrigerator quota of. 5-23-28—p. 8.
—sales of. 6-6-28—p. 21.
Von Platen, Baltzar, tells origin of gas refrigerator. 7-18-28—p. 14.
Voss, Inc., new booklet of. 12-7-27—p. 12.

W

Wagner Electric Co., N. E. L. A. convention display of (photo). 6-6-28—p. 3.
—represented at N. E. L. A. convention. 6-6-28—p. 25.
Walker Refrigeration Co. buys plant. 11-9-27—p. 1.
—starts manufacturing. 1-4-28—p. 16.
Wallace, R. E., comment of. 2-1-28—p. 14.
Waller, A. E. (author) (photo). 4-25-28—p. 3.
—letter of. 7-18-28—p. 8.
Wanamaker Store, sales of. 11-23-27—p. 5.
—exhibits six lines. 3-14-28—p. 13.
Ward, C. H., named Frigidaire dealer. 6-20-28—p. 20.
Ward Electric Co. purchases fails. 1-4-28—p. 32.
Warner, E. L., comment of. 1-4-28—p. 16.
Warner Steel Products Co., compressors of. 1-4-28—p. 11.
—to push domestic and export business. 1-4-28—p. 9.
—new booklet of. 7-4-28—p. 16.
Warren Fish Co., freezes catch. 11-23-27—p. 12.
Warsop, C. E. (author). 4-11-28—p. 15.
Warwick Electric Co., refrigerator sales of. 6-6-28—p. 20.
Washington Street Electric Co. named G. E. dealer. 7-18-28—p. 14.
Watkins, W. C., sales record of. 12-7-27—p. 1.
Watson, E. I., gets business in strange quarters. 8-15-28—p. 7.
Wattles, W. M., made district manager by Wayne Co. 5-23-28—p. 8.
Watts, D. (author). 5-23-28—p. 13.
Wayne Co. opens branch. 9-28-27—p. 1.
—featuring allied lines. 2-29-28—p. 6.
—offers color service. 3-28-28—p. 19.
Weaver, L., comment of. 2-29-28—p. 4.
Weissenburger, G. E., address of. 1-4-28—p. 16.
Weissenburger, L., address of. 3-14-28—p. 2A.
Weller, F. I. (author). 3-28-28—p. 7.
Welsbach Co., Wm. Very appointed by. 9-14-27—p. 7.
—dealer and distributor appointments. 6-20-28—p. 4; 6-20-28—p. 13-17; 7-4-28—p. 10; 7-18-28—p. 16; 8-1-28—p. 16; 8-15-28—p. 16.
—demonstrates simplicity of equipment. 6-20-28—p. 22.
—display (photo). 6-20-28—p. 11; 8-15-28—p. 16.
—extending outlets. 1-4-28—p. 8.
—fliers select models at plant of. 6-6-28—p. 23.
—introduces new conversion unit. 7-4-28—p. 2.
—issues sales manual. 2-15-28—p. 16.
—issues series of advertisements. 7-18-28—p. 16.
—N. E. L. A. exhibit of (photo). 6-6-28—p. 2A.
—new booklet of. 1-4-28—p. 32.
—offers colored models. 3-28-28—p. 17.
—values dealer sales promotion. 11-9-27—p. 7.
Weninger, F., opens store. 2-1-28—p. 16.
Werth Builders, Inc., location of (photo). 6-6-28—p. 15.
West Penn Electric Co., refrigerator campaign of. 8-1-28—p. 6.
West Texas Utilities Co., appliance sales of. 6-20-28—p. 18.
Westchester Lighting Co., essay contest of. 8-15-28—p. 15.
Western Butchers' Supply Co., new booklet of. 3-14-28—p. 16.
Wheeler, C. D., returns to Jewett. 7-20-28—p. 3.
Wheeler Refrigerating Corp., meeting of. 2-15-28—p. 3.
—opens new showroom. 6-6-28—p. 20.
Whitehorse, E. (photo). 1-4-28—p. 5.
Wicander Co. opens branch. 2-15-28—p. 5.
Wilke, W. B., discontinues Hart refrigerator. 11-9-27—p. 1.
Wilkins, H. M., comment of. 2-1-28—p. 20.
Wilkinson, A. R., opens exposition (photo). 10-12-27—p. 2.
Williams Oil-O-Matic Corp. enters field. 2-1-28—p. 1.
—appoints advertising agency. 6-6-28—p. 7.
—convention of. 7-4-28—p. 10.
—denied registration of trade name. 8-15-28—p. 4.
—new booklets of. 2-29-28—p. 16; 6-20-28—p. 24; 8-1-28—p. 16; 8-15-28—p. 16.
—now producing unit. 3-28-28—p. 20.
—to hold dealer convention. 5-23-28—p. 15.
—to specialize in quality machines. 3-28-28—p. 6.
Wilson, A. H. (photo). 7-4-28—p. 4.
Wilson, C. E., in charge of El Paso Frigidaire store. 7-4-28—p. 15.
Wilson, F., opposes multiple system (photos). 8-1-28—p. 12.
—contrasts safe and unsafe multiple installations (photo). 8-29-28—p. 10.
Wilson, R., comment of. 12-7-27—p. 4.
Wilson, T. W. (photo). 7-4-28—p. 4.
Winters & Crampton Mfg. Co., redesigns hardware. 1-4-28—p. 13.
—new booklet of. 1-4-28—p. 32.
Wirfs Organization, E. J., Inc., gaskets of, how made. 3-28-28—p. 22.
—gaskets of, subjected to tests. 5-23-28—p. 18.
Wisconsin Electric Refrigeration Co., installation of (photo). 6-6-28—p. 18.
Wisconsin Pr. & Lt. Co. to push G. E. 5-23-28—p. 3.
—meeting of (photo). 6-20-28—p. 19.
Wolfe, E., heads service department of Evansville utility. 7-4-28—p. 16.
Wolverine Enameling Co., plant methods of. 8-1-28—p. 14.
Wolverine Lube Co., expansion program of. 2-28—p. 18.
—stocks listed on exchange. 6-20-28—p. 23.
Wood, A. F., opens branch. 7-4-28—p. 12.
—installs Frigidaire on U. S. S. Kankakee. 7-4-28—p. 15.
—sells water coolers to mining firm. 8-15-28—p. 2.
Wood, A. J. (photo). 6-6-28—p. 11.
Woodbridge, C. K., addresses advertisers. 11-23-27—p. 1.
—to visit Europe. 5-9-28—p. 1.
—refuses reelection to I. A. A. office. 5-23-28—p. 18.
—outlines Kelvinator sales program for 1928. 12-7-27—p. 1.
—to preside at I. A. A. convention. 6-20-28—p. 6.
—visits Knoxville. 2-1-28—p. 17.
Woodward, Wright & Co., location of. 8-15-28—p. 6.
Woodwell Co. to handle Electrolux. 6-20-28—p. 14.
Worrell, W. E., named sales manager of Iroquois. 6-20-28—p. 14.
—(photo). 7-4-28—p. 2.
Wright Electric Co. reports good sales. 2-1-28—p. 15.
Wright, L. K. (author). 8-1-28—p. 16.
Wurl, S. W., resigns from Nizer. 9-14-27—p. 1.

Y

Yale & Towne Mfg. Co. new booklet of. 4-25-28—p. 16.
Yarmouth L. & Pr. Co. opens new store. 5-23-28—p. 22.
Yonkers L. & Pr. Co., demonstrations of. 11-23-27—p. 5.
York California Construction Co., exhibit of (photo). 7-18-28—p. 15.
York Ice Machine Co. formed. 10-12-27—p. 9.
Young, H. E., comment of. 3-14-28—p. 4.
Young, Owen, honored at Harvard banquet. 2-15-28—p. 1.
—comment of. 4-11-28—p. 1.

Z

Zero Vendor Inc., organized. 11-9-27—p. 1.
Zerzone (see Iron Mountain Co.)
Zerzone Wisconsin Co. moves. 3-28-28—p. 23.
Zimmerman, P. B. (photo). 1-4-28—p. 4.
—